



McEachern “teaches by example.” It is the text that uses examples and illustrations that students will recognize when they show up for class the first day because they already have at least 17 years of personal experience with economic choices, institutions, and events. Taking a “just-in-time” approach by introducing material just as it is needed to develop an argument, *ECONOMICS: A CONTEMPORARY INTRODUCTION*, 10, International Edition truly leads by example. In a decidedly user-friendly tone, McEachern assumes that students are already intuitively familiar with many economic concepts through their own life experiences. These life experiences are then explained to students as economic concepts with clear and interesting exposition, relevant case studies, and a clean, focused design. The text’s major applications take the form of Case Studies that are meant to be read and therefore are integrated into the flow of each chapter. With this Tenth edition, the book’s well-crafted approach is enhanced with resources--such as Aplia and CourseMate--that will help your students improve their understanding and help you streamline tasks and save valuable time.

This very successful textbook is distinguished by a superior writing style that draws upon common learner experiences to introduce economic concepts, making economic theory more accessible and interesting. "Case Studies" and numerous examples take advantage of readers' intuitive knowledge of economics, building upon real-life situations. *Economics Interactive Text* by William McEachern combines the original textbook with rich multimedia, real-time updates, exercises, self-assessment tests, note-taking tools, and much more. This combination of print and online material provides students with active learning tools and tutorials, and helps instructors shorten preparation time and improve instruction. The Interactive Text offers a complete technology teaching solution that integrates all of the media together in one seamless package --no assembly is required. *Economics Interactive Text* consists of two components: a Print Companion and an Online Companion, seamlessly integrated to provide an easy-to-use teaching and learning experience. The Print Companion is a paperback textbook that includes the core content from the original textbook. All time-sensitive pedagogical features and materials at the end of chapters have been moved from the printed textbook to the Online Companion. The Online Companion provides a dedicated Web site featuring all of the core content from the Print Companion combined with integrated, interactive learning resources, self-assessment tests, note-taking features, and basic course-management tools that enable instructors to create and manage a syllabus, track learner self-assessment scores, broadcast notes to learners, and send electronic messages to learners.

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This very successful book is distinguished by a superior writing style that draws upon common reader experiences to introduce economic concepts, making economic theory more accessible and interesting. Case Studies and numerous examples take advantage of readers' intuitive knowledge of economics, building upon real-life situations. Important coverage of the recent economic crisis is included throughout. A fully integrated program of technology enhancements sets this text apart by pairing the book with numerous online multimedia learning tools that have been developed to help the text better serve a wide range of learning styles. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This very successful textbook is distinguished by a superior writing style that draws upon common student experiences to introduce economic concepts, making economic theory more accessible and interesting. "Case Studies" and numerous examples take advantage of students' intuitive knowledge of economics, building upon real-life situations. A streamlined design places pedagogy and illustrations

directly within the flow of the text, making it less distracting and more useful for students. A fully integrated program of technology enhancements sets this text apart by pairing the book with numerous online multimedia learning tools that have been developed to help the text better serve a wide range of learning styles. The text uniquely integrates classroom use of The Wall Street Journal by including a complimentary student subscription offer, as well as in-text pedagogy to help students learn to analyze the latest economic events as reported in the Journal. Split volume available for the one-term principles of microeconomics course, as well as a principles volume (Macro/Micro) for the two-term Principles of Economics course.

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Contemporary Economics Cengage Learning

MACROECONOMIC PRINCIPLES: A CONTEMPORARY INTRODUCTION, 9e, International Edition uses familiar real-life concepts, a clear writing style, fascinating case studies, and thorough coverage of the recent economic crisis to give you an accessible introduction to economics.

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