

Like no other text for the intermediate microeconomics course, Microeconomics bridges the gap between the theory and practice, providing an empirical dimension that makes the course immediately relevant and useful to students. With carefully crafted features and examples that offer unusual perspectives on the seemingly ordinary, this breakthrough text helps instructors move students from understanding basic economic principles to applying the powerful tools of economic analysis. This multi-media pack contains the print textbook and LaunchPad access for an additional £5 per student. LaunchPad is an interactive online resource that helps students achieve better results. LaunchPad combines an interactive e-book with high-quality multimedia content and ready-made assessment options, including LearningCurve, our adaptive quizzing resource, to engage your students and develop their understanding. Unique LaunchPad features included in Microeconomics:

- Pre-built Units for each chapter, curated by experienced educators, with media for that chapter organized and ready to assign or customize to suit your course.
- Intuitive and useful analytics, with a Gradebook that lets you see how your class is doing individually and as a whole.
- A streamlined and intuitive interface that lets you build an entire course in minutes.

LearningCurve in Launchpad In a game-like format, LearningCurve adaptive and formative quizzing provides an effective way to get students involved in the coursework. It offers:

- A unique learning path for each student, with quizzes shaped by each individual's correct and incorrect answers.
- A Personalized Study Plan, to guide students' preparation for class and for exams.
- Feedback for each question with live links to relevant e-book pages, guiding students to the reading they need to do to improve their areas of weakness.

For more information on LaunchPad including how to access our support centre, and watch our video tutorials, please visit here. To request a demo click here.

From the price of a candy bar to the price of a house, Woirol's book demystifies prices and markets. Why do we use them, how do they work, and what can we do to make them work for us. Chapters help consumers understand how to shop better and consume more wisely. Lays out the importance of markets and prices and the consequences of managing them poorly Each chapter uses everyday examples to explain the different types of markets, prices, and decision-making consumers encounter Jargon-free writing and approach to topics makes economics accessible and fun to learn

MicroeconomicsWorth Publishers

Like no other text for the intermediate microeconomics course, Goolsbee, Levitt, and Syverson's Microeconomics bridges the gap between today's theory and practice. A strong empirical dimension tests theory and successfully applies it. With carefully crafted features and vivid examples, Goolsbee, Levitt, and Syverson's text helps answer two critical questions students ask, "Do people and firms really act as theory suggests" and "How can someone use microeconomics in a practical way?" The authors teach in economics departments and business schools and are active empirical microeconomics researchers. Their grounding in different areas of empirical research allows them to present the evidence developed in the last 20 years that has tested and refined the fundamental theories. Their teaching and professional experiences are reflected in an outstanding presentation of theories and applications.

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Whether investigating a solution to global warming or explaining why the price of oral sex has fallen so drastically, Levitt and Dubner mix smart thinking and great storytelling to show how people respond to incentives.

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