

Microeconomics Hubbard O Brien

Economics with real world business examples and applications. With changing economic realities students need to see economic principles in action combined with diverse real-world business and policy examples to help illustrate the concepts. This edition of Microeconomics continues to present economics in the context of local and international real-world businesses and real-world policy debates that have proved effective for teaching and learning. When combined with MyLab Economics the package promotes the practical application of learning, development of analytical skills and shows how economic concepts are applied to the real world.

Key Benefit: Hubbard & O'Brien are still keeping it real in the third edition with new and updated coverage that reflects the current state of the economy and the recent financial meltdown. Key Topics: MICROECONOMICS: Economics: Foundations and Models; Trade-offs, Comparative Advantage, and the Market System; Where Prices Come From: The Interaction of Demand and Supply; Economic Efficiency, Government Price Setting, and Taxes; Externalities, Environmental Policy, and Public Goods; Elasticity: The Responsiveness of Demand and Supply; Firms, the Stock Market, and Corporate Governance; Comparative Advantage and the Gains from International Trade; Consumer Choice and Behavioral Economics; Technology, Production, and Costs; Firms in Perfectly Competitive Markets; Monopolistic Competition: The Competitive

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Revised edition of the authors' Macroeconomics, [2017]

Hubbard & O'Brien is the only book that motivates students to learn economics through real business examples. The #1 question students of economics ask themselves is: Why am I here, and will I ever use this? Hubbard & O'Brien answer this question by demonstrating that real business use economics to make real decisions on a daily basis. This is motivating to all students, whether they are business majors or not. All students can relate to businesses they encounter in their lives. Whether they open an art studio, do social work, trade on Wall Street, work for the government, or bartend at the local pub, students will benefit from understanding the economic forces behind their work.

The textbook study guide provides on-the-go students with a valuable resource. It consists of chapter outlines, student exercises, and study quizzes. The study guide can

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Explaining the basics of economics by demonstrating how real businesses use economics to make real decisions everyday, this text examines the factors that drive many of today's key financial decisions.

Revised edition of the authors's Microeconomics, [2017]

Traditional Chinese edition of Naked Economics: Undressing the Dismal Science. The book may be a college economics reference book, but it is not anything like a textbook. The book is written with wit, humor, clear examples, and you don't have to be a student of economics to enjoy the book - yes, the word is "enjoy." Go ahead, read it. Your understanding of economics will improve greatly and effortlessly. In Chinese.

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"Why am I here, and will I ever use this?" Hubbard/O'Brien answer this question by demonstrating that real businesses use economics to make real decisions daily. This is motivating to all students, whether they are business majors or not. All students can relate to businesses they encounter in their everyday lives. Whether they open an art studio, do social work, trade on Wall Street, work for the government, or bartend at the local pub, students will benefit from understanding the economic forces behind their work. Revised edition of the authors' Economics.

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