

Modern Principles Macroeconomics 3rd Edition

Modern Principles of MacroeconomicsWorth Publishers

Engaging authors, unbiased presentations of essential ideas, and a knack for revealing the 'invisible hand' of economics at work inform the thoroughly updated new edition of Modern Principles, drawing on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life.

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Available for the first time with Macmillan's new online learning platform, Achieve, Modern Principles is a tour-de-force with a unique combination of vivid writing, up-to-date relevant examples, and online resources unlike any other textbook for this market. Tyler Cowen and Alex Tabarrok have long demonstrated their mastery at communicating economic principles in a clear, captivating way through their blog, The Marginal Revolution. And they are pioneers in online education. Their fully updated new edition has more high-quality material designed for online teaching than any other principles of economics textbook. Videos from Marginal Revolution University (MRU), Discovering Data questions, live links to FRED data, an e-book, and assessment all live under Macmillan's new learning platform, Achieve and combine to provide an online learning product for all types of learners whether in face to face, hybrid or pure online classes.

In a world full of economics blogs, Cowen and Tabarrok's Marginal Revolution (<http://marginalrevolution.com/>) is one of the Web's most popular and respected. The same qualities that make the blog so distinctive are also behind the success of Modern Principles of Economics—engaging authors, unbiased presentations of essential ideas, and a knack for revealing the “invisible hand” of economics at work. The thoroughly updated new edition of Modern Principles again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life. Changes to the second edition include: • New chapter on Consumer Choice, which uses indifference curves • New separate chapter on Taxes and Subsidies, with a new introduction and new coverage of wage subsidies • Coverage of Costs (Ch. 11) and Competition (Ch. 12) split into separate chapters • New separate chapter on The Economics of Network Goods (Ch. 16), including coverage of contestable markets • Increased coverage of oligopolies and new coverage of monopolistic competition (Ch. 15, Cartels, Oligopolies, and Monopolistic Competition) • New coverage of bubbles (Ch. 22, Stock Markets and Personal Finance) Stay connected: "Like" Modern Principles of Economics on Facebook:

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Engaging and provocative writing, as well as a knack for revealing the “invisible hand” of economics at work have made Cowen and Tabarrok's Modern Principles of Economics a singularly distinctive and effective textbook for the principles course. The thoroughly updated new edition of Modern Principles again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life just as the authors do in their wildly successful blog, marginalrevolution.com. Pioneers in teaching economics online, the authors have created a series of videos that are clever, to the point, and will help students better understand key economic concepts. These breakthrough videos are integrated in a dedicated version of Worth's new online course space, LaunchPad.

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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. Distributed by Tsai Fong Books, Inc.

International Edition Engaging and provocative writing, as well as a knack for revealing the 'invisible hand' of economics at work has made Tyler Cowen and Alex Tabarrok's text a singularly distinctive and effective text for principles modules. Modern Principles of Microeconomics places an emphasis throughout on the power of incentives which underscores how economics helps us understand why we do what we do (in other words, the decisions we make in the face of incentives in the real world). The new edition retains its progressive approach to economic modelling and applications which allows for a more realistic interpretation of today's world events. Mirroring the authors' successful blog, the text eschews boxed features to focus on the writing behind compelling examples, key concepts, and applications.

Engaging and provocative writing, as well as a knack for revealing the "invisible hand" of economics at work have made Cowen and Tabarrok's Modern Principles of Economics a singularly distinctive and effective textbook for the principles course. The thoroughly updated new edition of Modern Principles again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life just as the authors do in their wildly successful blog, marginalrevolution.com. Pioneers in teaching economics online, the authors have created a series of videos that are clever, to the point, and will help students better understand key economic concepts. These breakthrough videos are integrated in a dedicated version of Worth's new online course space, LaunchPad Engaging and provocative writing, as well as a knack for revealing the 'invisible hand' of economics at work have made Cowen and Tabarrok's Modern Principles of Economics a singularly distinctive and effective textbook for the principles course.

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