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Principles of Microeconomics Prentice Hall

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Study guide to accompany the text for the one semester principles of macroeconomics course. Reviewers tell us that Case/Fair is one of the all-time bestselling POE texts because they trust it to be clear, thorough and complete.

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These two highly-respected authors have revised this best-selling book to include more current, modern subject matter and events while maintaining those features that have contributed to its great success. It continues to use stories, graphs, and equations and a unified, logical organization to make economic concepts easy-to-understand and relevant to all readers. Users of this book see the connection between growth, trade, comparative advantage, and the production possibilities frontier. When readers understand how a simple competitive market system works, they are ready to focus on problems of real-world markets. Currency data has been updated, with coverage of deflation, the effects of the war with Iraq and the war on terrorism, and the wars' impact on the national deficit. A comprehensive overview introducing economics begins the book; subsequent topics include: foundations of microeconomics: consumers and firms; market imperfection and the role of government; concepts and problems in macroeconomics; the goods and money markets; macroeconomic analysis; and the world economy. An excellent desk reference for economists; this book will serve any business owner, as an understanding of basic economics will prove helpful in all ventures.

An introduction to the functioning of the economy and the power and breadth of economics.

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Known for its unified and logical structure, lively writing style, clear explanations and unparalleled supplements packages, the text supports both the instructor and the student through this first, often challenging, economic course. Case/Fair is one of the most widely adopted texts in this market, nationwide!

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For the 1-semester freshman/sophomore course in Principles of Microeconomics. These two highly-respected economists and educators have revised this best-selling

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book to include more current, modern topics and events while maintaining its hallmark features. Hallmark features include: the authors use three levels of explanation: Stories, Graphs, and Equations to make economic concepts accessible and relevant to students with various learning styles (verbal, visual, and numerical); unified and logical structure that carefully reveals the workings of the economy; unparalleled supplements package, the text supports both the instructor and the student through this first, often challenging, economics course. If you want to teach with a principles text that brings out economic applications through real-world examples and news analysis articles then be sure to review Case and Fair's Principles of Economics 7/e. If you would like to complete perfect competition before moving on to imperfect competition, take a look at Case and Fair's coverage in Chapters 5-10 and then 12-16. in the course with in-depth analysis later, peruse Chapter 2 and then Section V of Case and Fair with it extensive Global coverage, as well. If you have looked at or used Case/Fair in the past, but wished it had more modern coverage, be sure to check out the expanded game theory coverage in Chapter 13, a new Chapter (16) on Public Finance, and early coverage of Consumer and Producer Surplus in Chapter 4. If you like to deliver instruction on technical topics such as cost curves, isoquants, and/or indifference curves, be sure to examine Case and Fair's coverage of these topics in Chapters 7, 6, and the Appendix to Chapter 5, respectively.

"Our goal in the 13th edition, as it was in the first edition, is to instill in students a

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fascination with both the functioning of the economy and the power and breadth of economics. The first line of every edition of our book has been "The study of economics should begin with a sense of wonder." We hope that readers come away from our book with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of the things they do poorly. We also hope that readers begin to learn the art and science of economic thinking and begin to look at some policy and even personal decisions in a different way"--

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