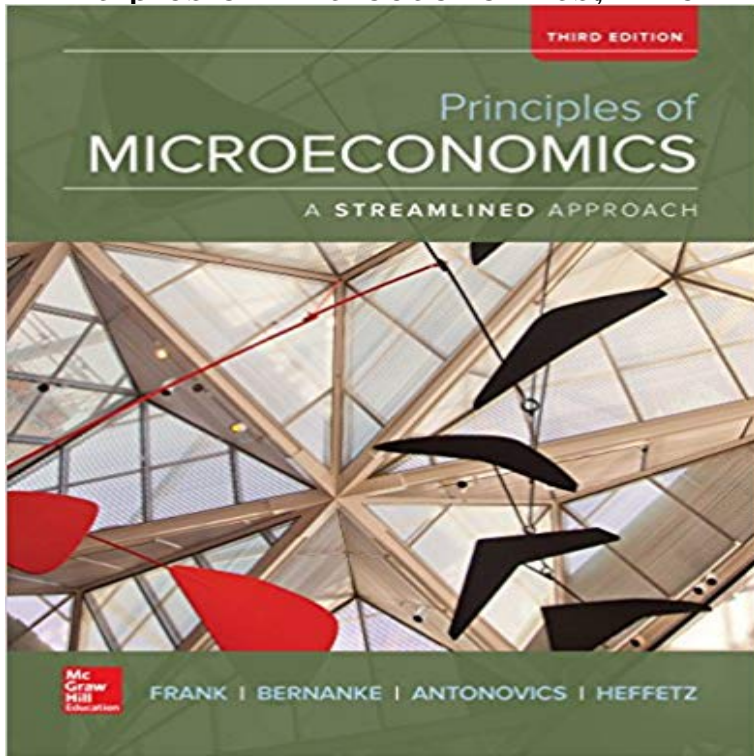


Principles of Microeconomics, Brief Edition



Authors Bob Frank Ben Bernanke and introducing Kate Antonovics from the University of California San Diego and Ori Heffetz from Cornell University present a streamlined offer of core concepts in introductory economics and reinforce them by illustrating and applying each in numerous contexts. With engaging questions explanations and exercises the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process the authors encourage students to become economic naturalists: people who employ basic economic principles to understand and explain what they observe in the world around them. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that your class time is more engaging and effective.

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