



Microeconomics: Principles, Applications, and Tools

By Arthur O Sullivan, Steven Sheffrin, Stephen Perez

Pearson Education (US), United States, 2016. Paperback. Book Condition: New. 9th Revised edition. 276 x 216 mm. Language: English . Brand New Book. For courses in the Principles of Economics. Introduces Readers to the Basic Concepts of Economics with Timely, Engaging Stories and Applications Readers hoping to gain a better understanding of the world around them, often leave with their questions unanswered. Microeconomics: Principles, Applications, and Tools is built upon the author's philosophy of using the basic concepts of economics to explain a wide variety of timely, engaging, real-world economic applications. The Ninth Edition incorporates updated figures and data, while also emphasizing current topics of interest—including the severe economic downturn of recent years and the latest developments in economic thinking. It also includes newly refined Learning Objectives that introduce the concepts explored in each chapter, along with new applications and chapter-opening stories related to the most up-to-date developments in microeconomics. Also Available with MyEconLab(R) This title is available with MyEconLab—an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better...



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