

# Principles Of Macroeconomics Activebook

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for courses in microeconomic principles this easy to read and accessible text engages students with familiar real world examples and applications that bring economics to life ayers collinge use an explore apply theme to show students how economics is a part of their everyday lives and how it can be a useful tool in making personal decisions and evaluating policy decisions microeconomics explore apply only 18 chapters focuses on those topics that are at the heart of economics making this text one of the briefest in the market examples of this focus include strong coverage of consumer and producer surplus careful introduction of supply and demand which allows you to streamline your presentation and not overwhelm your students with excessive mathematical detail

this easy to read accessible macro first principles book engages readers with familiar real world examples and applications that bring economics to life the authors follow an explore and apply theme that shows learners how economics is a part of their everyday lives and how it can be a useful tool in making personal decisions and evaluating policy decisions the enhanced edition contains more detail and more in depth coverage of key economic concepts expanded multiplier coverage new coverage of crowding out greater detail on exchange rates more extensive treatment of antitrust and much more for individuals interested in the principles of economics and how those principles effect the details of daily living

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