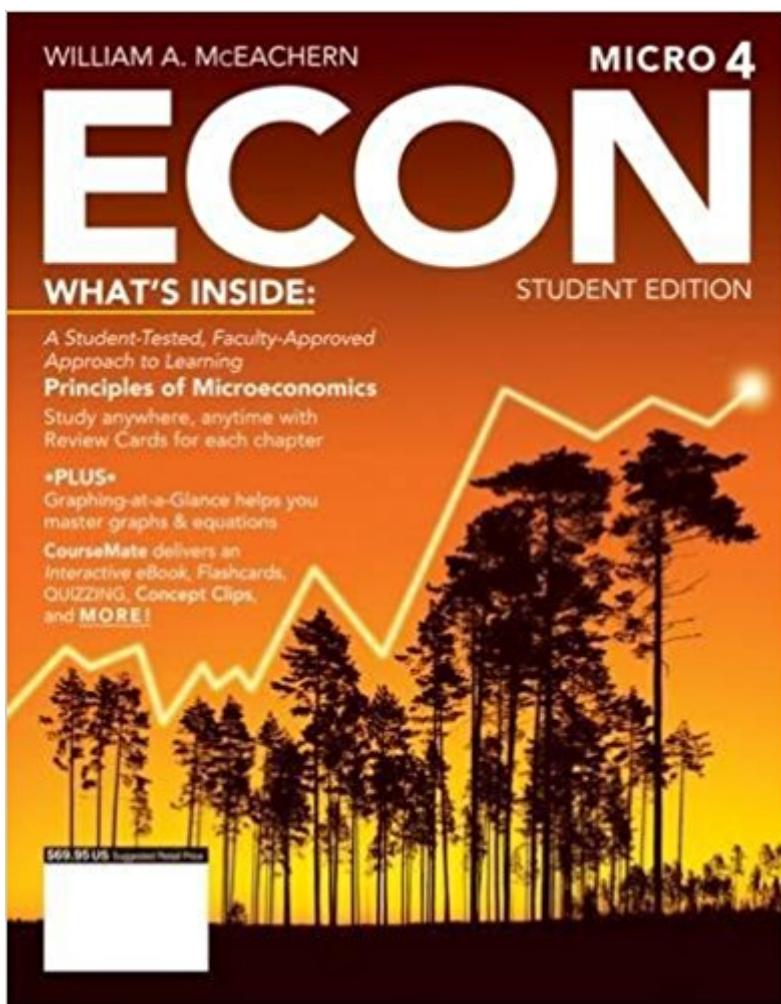


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ECON: MICRO4 (New, Engaging Titles From 4LTR Press)



Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, ECON: MICRO, 4E delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes. Using a decidedly user-friendly tone, award-winning instructor and author Will McEachern shows how you are already intuitively familiar with numerous economic concepts through your own life experiences. He uses familiar examples and illustrations from everyday life to clarify concepts and emphasize their practical relevance to your success. ECON: MICRO, 4E highlights today's latest economic developments and examples, from the global impact of the 2008-2009 recessions to the economic effects of the BP oil spill. Leading online resources, such as the Aplia® homework system and Enhanced CourseMate resource, work with this edition's well-crafted approach to help you master microeconomic principles for life.

Book Information

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Customer Reviews

Dr. William A. McEachern began teaching large sections of economic principles shortly after joining the University of Connecticut. Several years later he began offering teaching workshops around the country. The University of Connecticut Alumni Association conferred on him its Faculty Excellence in Teaching Award in 2000. He earlier won the Association's award for Distinguished Public Service.

Dr. McEachern has published books and monographs on public finance, public policy, and industrial organization, including **MANAGERIAL CONTROL AND PERFORMANCE** (D.C. Heath and Company). His research has also appeared in edited volumes, such as **READINGS IN PUBLIC CHOICE ECONOMICS** (University of Michigan Press), **INTERNATIONAL HANDBOOK ON TEACHING AND LEARNING ECONOMICS** (Edward Elgar Publishing), and **RETHINKING ECONOMIC PRINCIPLES** (Irwin Publishing). He has also published in a variety of refereed journals, including *Economic Inquiry*, *National Tax Journal*, *Quarterly Review of Economic and Business*, *Journal of Industrial Economics*, *Kyklos*, *Econ Journal Watch*, and *Public Choice*. His principles of economics textbooks have been translated into Spanish, Chinese, and Bahasa Indonesia, and have been adapted for Australia and for India. He is the founding editor of **THE TEACHING ECONOMIST**, a newsletter that for a quarter of a century has focused on teaching economics at the college level. Dr. McEachern has advised federal, state, and local governments on policy matters and has been quoted in media such as the *New York Times*, *Times of London*, *Wall Street Journal USA Today* and *Reader's Digest*. He, earned an undergraduate degree with honors from College of the Holy Cross, served three years as a U.S. Army officer, and earned an M.A. and Ph.D. in economics from the University of Virginia.

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It was a good book for giving you an overall view of microeconomics. Was easy to read and flowed well. I took Micro before Macro and that is definitely the order to take this course. If you take Macro first, you may find it a little confusing.

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