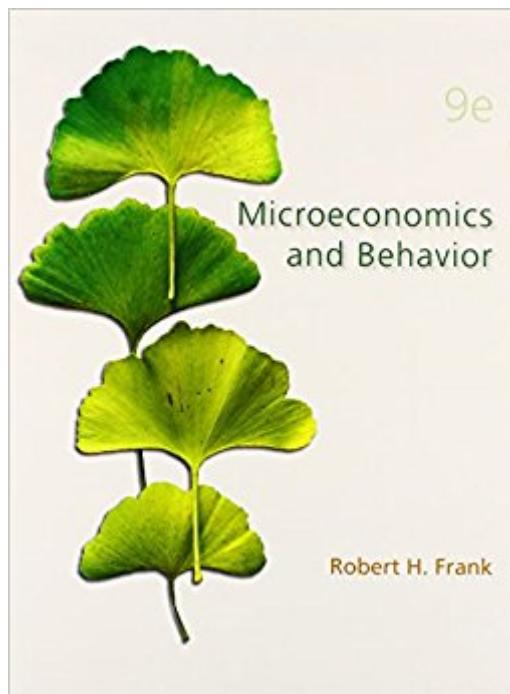


The book was found

Microeconomics And Behavior (Mcgraw-Hill/Irwin Series In Economics)



Synopsis

Robert Frank's Microeconomics and Behavior covers the essential topics of microeconomics while exploring the relationship between economic analysis and human behavior. Core analytical tools are embedded in a uniquely diverse collection of examples and applications to illuminate the power and versatility of the economic way of thinking. Students are encouraged to become "Economic Naturalists" who see the mundane details of ordinary existence in a sharp new light. 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.

Book Information

Series: McGraw-Hill/Irwin Series in Economics

Hardcover: 656 pages

Publisher: McGraw-Hill Education; 9 edition (January 6, 2014)

Language: English

ISBN-10: 0078021693

ISBN-13: 978-0078021695

Product Dimensions: 8.6 x 1.4 x 11.1 inches

Shipping Weight: 3.5 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 5 customer reviews

Best Sellers Rank: #11,625 in Books (See Top 100 in Books) #25 in Books > Textbooks > Business & Finance > Economics > Microeconomics #26 in Books > Business & Money > Economics > Microeconomics

Customer Reviews

Robert H. Frank received his M.A. in statistics from the University of California at Berkeley in 1971, and his Ph.D. in economics in 1972, also from U.C. Berkeley. He is the Goldwin Smith Professor of Economics at Cornell University, where he has taught since 1972 and where he currently holds a joint appointment in the department of economics and the Johnson Graduate School of Management. He has published on a variety of subjects, including price and wage discrimination, public utility pricing, the measurement of unemployment spell lengths, and the distributional consequences of direct foreign investment. For the past several years, his research has focused on rivalry and cooperation in economic and social behaviour.

I have previously read Hal Varian's Intermediate Microeconomics textbook, which I found to be incredibly boring. By comparison, I find Robert Frank's Microeconomics and Behavior to be much easier and more fun to read. This intermediate microeconomics textbook by Robert Frank doesn't have as much breadth as Varian's text, but it spends more time on each topic which makes concepts easier to remember. After reading Varian's textbook, I felt I had covered lots of material, but remembered little of it. With Frank's book, each topic becomes clear and distinct in my head because Frank spends more time to explain concepts clearly. This book also has real-world examples of concepts in the "Economic Naturalist" sections, which is something missing from Varian's text. I strongly recommend this book.

My intermediate economics class used this as a textbook and I thoroughly enjoyed the textbook. It gave a clear presentation of the material and the examples significantly helped my understanding of the material. My only issue with it is that I feel that it wasn't rigorous enough for an intermediate class but for some it could be a worthwhile trade off for an excellent textbook.

works great

As expected

This textbook is a rental and serve's it's purpose well.

[Download to continue reading...](#)

Microeconomics and Behavior (Mcgraw-Hill/Irwin Series in Economics) Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION Workouts in Intermediate Microeconomics: for Intermediate Microeconomics and Intermediate Microeconomics with Calculus, Ninth Edition Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) Microeconomics Brief Edition (Mcgraw-Hill Economics Series) Principles of Microeconomics (McGraw-Hill Series in Economics) Microeconomics (McGraw-Hill Economics) Statistical Techniques in Business and Economics (The McGraw-Hill/Irwin Series in Operations and Decision Sciences) Statistical Techniques in Business and Economics (Mcgraw-Hill/Irwin Series Operations and Decision Sciences) Practical Econometrics: data collection, analysis, and application (The McGraw-Hill/Irwin Series in Economics) McGraw-Hill's Dictionary of American Slang and Colloquial Expressions: The Most Up-to-Date Reference for the Nonstandard Usage, Popular Jargon, and Vulgarisms of Contempo

(McGraw-Hill ESL References) Economics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) - Standalone book Contemporary Labor Economics (The McGraw-Hill Series Economics) Managerial Economics & Business Strategy (McGraw-Hill Series Economics) Managerial Economics (The McGraw-Hill Economics Series) Urban Economics (McGraw-Hill Series in Urban Economics) International Economics (McGraw-Hill Series in Economics) Principles of Economics (The McGraw-Hill Series in Economics) Issues in Economics Today (McGraw-Hill Series Economics) McGraw-Hill Education 500 Financial Accounting and Reporting Questions for the CPA Exam (McGraw-Hill's 500 Questions)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)