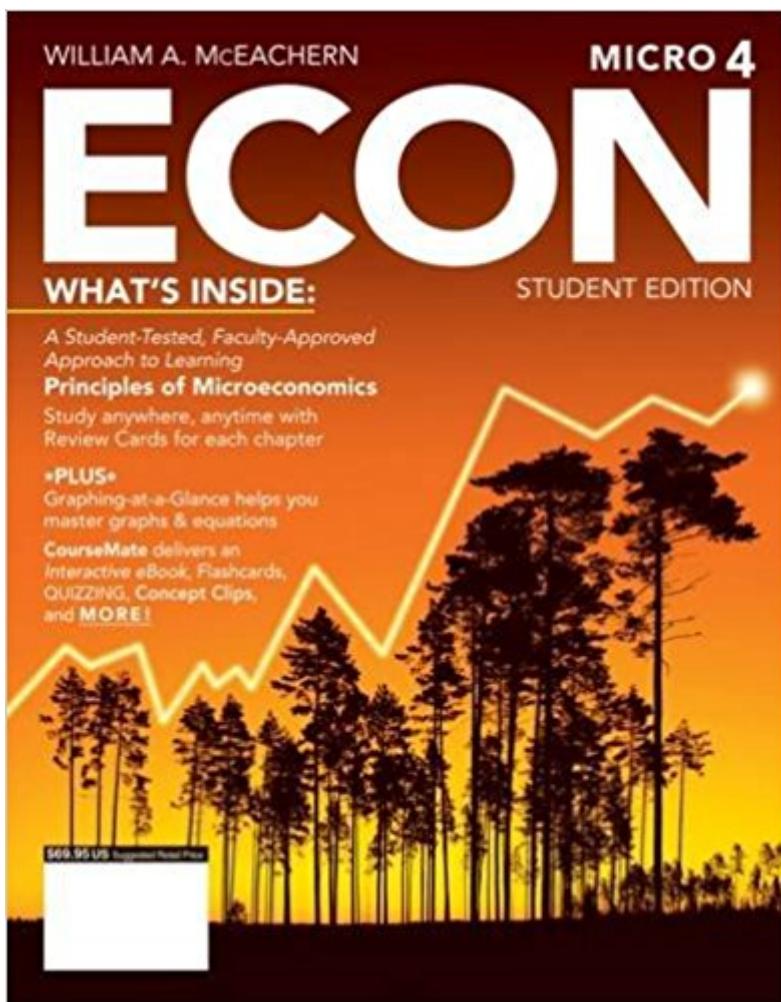


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Synopsis

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

I needed this book for my short term Economics 1 class. This book has a lot of information! Its kind of dull at times but a must read if you are taking Econ 1. I bought it used so i did not know about the online options. I passed my class with a C (should've been a B). Economics is hard it's not an easy A.

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.

Book didn't come with access card, but got a \$10 off and a free book.

I got a brand new one so that we can get the access code which works perfectly well.

Great book, the online version is even better, I love all the interaction on cengage brain! I will definately buy again.

This book arrived on time and is in good working condition. Great price ever. Thank you

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