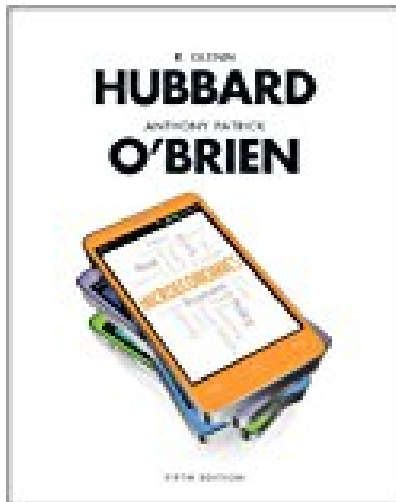


Microeconomics 5th Edition The Pearson Series in Economics



BOOK DETAILS

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- Publisher : Pearson
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BOOK SYNOPSIS

Still Keeping it Real and More Accessible Than Ever Hubbard & OBrien keeps it real in the third edition with updated examples, data, and end-of-chapter problems, providing the most up-to-date discussion on the recession/financial crisis and the monetary and fiscal policy response. Hubbard & OBrien is the only book that motivates students to learn economics through real business examples. The #1 question students of economics ask themselves is: Why am I here, and will I ever use this? Hubbard/OBrien answer this question by demonstrating that real businesses use economics to make real decisions daily. This is motivating to all students, whether they are business majors or not. All students can relate to businesses they encounter in their everyday lives. Whether they open an art studio, do social work, trade on Wall Street, work for the government, or bartend at the local pub, students will benefit from understanding the economic forces behind their work. The book motivates users by demonstrating how real businesses use economics to make real decisions on a daily basis. It covers the different Market Structures in an intuitive fashion so that readers of all backgrounds and fields can grasp the importance and flow of these concepts. Chapter opening cases, examples and figures motivate the economic principles covered, while Solved Problems provide models of how to solve an economic problem - keeping readers focused on the main ideas of each chapter, and preventing them from getting bogged down due to a lack of basic math or word problem skills. 0138016186 / 9780138016180 Macroeconomics with MyEconLab XL Access Kit Package consists of: 0136021824 / 9780136021827 Macroeconomics 0136124755 / 9780136124757 MyEconLab Student Access Code Card

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