



ECON Micro 4 (Mixed media product)

By William A. McEachern

Cengage Learning, Inc, United States, 2014. Mixed media product. Book Condition: New. 4th Revised edition. 272 x 213 mm. Language: English . Brand New Book. 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(TM) homework system and Enhanced CourseMate resource, work with this edition's well-crafted approach to help you master microeconomic principles for life.



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