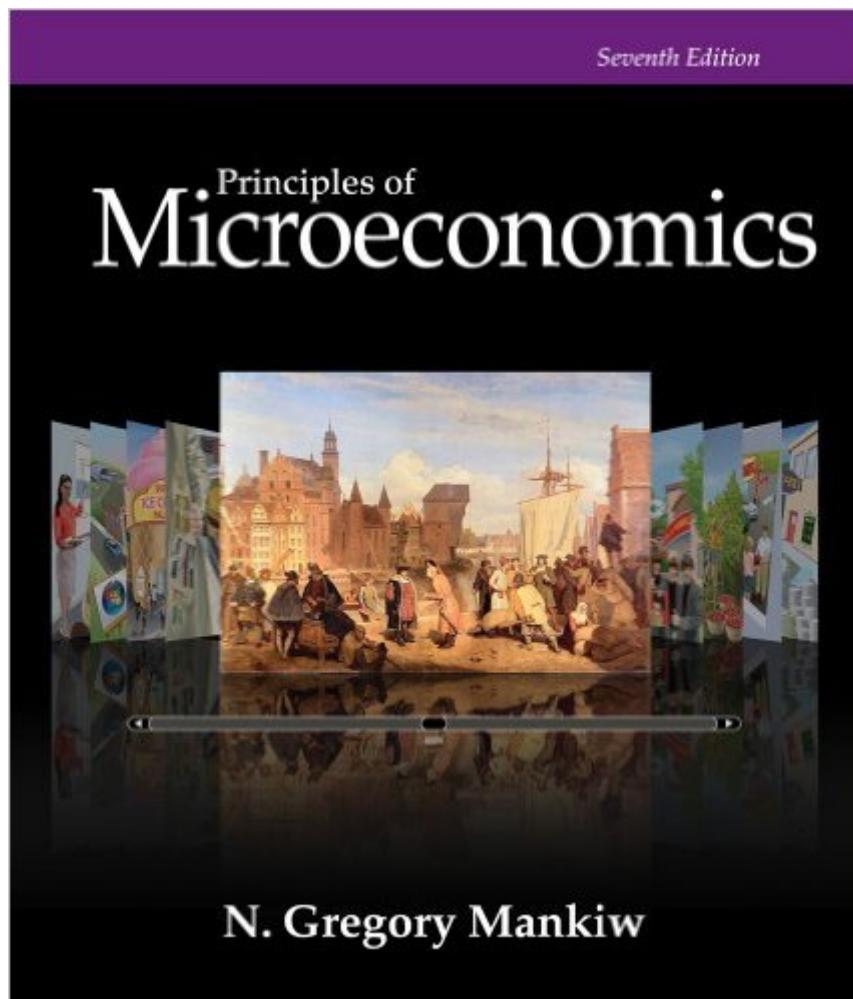


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Synopsis

With its clear and engaging writing style, PRINCIPLES OF MICROECONOMICS, Seventh Edition, continues to be one of the most popular books on economics available today. Mankiw emphasizes material that you are likely to find interesting about the economy (particularly if you are studying economics for the first time), including real-life scenarios, useful facts, and the many ways economic concepts play a role in the decisions you make every day.

Book Information

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Greg Mankiw, introducing the chapter content by providing real world context and motivation around what the students will be learning in the upcoming chapter. These videos answer the "Why?" before getting into the "What?", providing students with a better understanding of the importance and rationale for the chapter content and helping them to understand how economics relates to what they experience in their lives and see in the world around them.

Problem Walk-Throughs Explain Difficult Concepts & Homework

New Problem Walk-Throughs further explain difficult concepts and homework roadblocks by walking students through solving a problem from start to finish. Students want to work through problem assignments without breaking concentration and when it's convenient for them, which is not always during the office hours when instructors can be available for extra help. Students can play and replay the tutorials as they work through homework assignments or prepare for quizzes and tests, almost as though they had an instructor by their side the whole time. Ideal for homework, study outside the classroom, or distance learning, these tutorials give students extra instructional help whenever and wherever it's most useful.

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