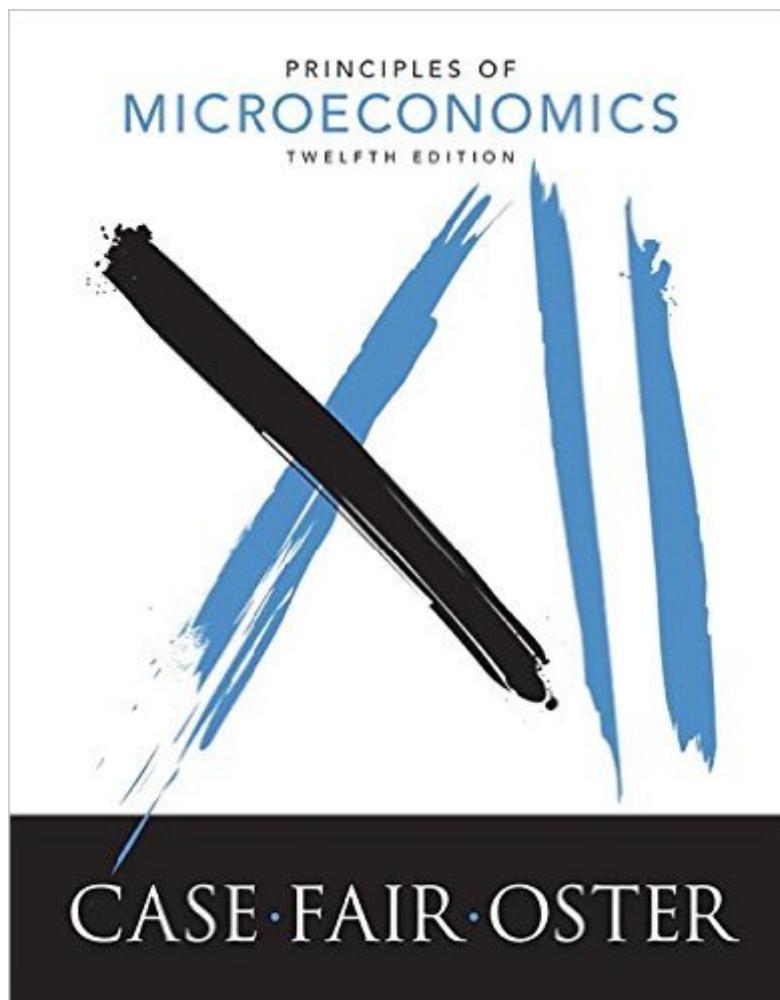


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Principles Of Microeconomics (12th Edition)



Synopsis

For the one-semester course in Principles of Microeconomics. An Introduction to the Functioning of the Economy and the Power and Breadth of Economics. Reviewers tell us that Case/Fair/Oster is one of the all-time bestselling Principles of Economics texts because they trust it to be clear, thorough, and complete. Readers of Principles of Microeconomics, Twelfth Edition come away with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of things they do poorly. With the latest research and added exercises, readers begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions in a different way.  Also Available with MyEconLab[®] This title is available with MyEconLab[®] "an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.  NOTE: You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for: 0134435036 / 9780134435039 Principles of Microeconomics Plus MyEconLab with Pearson eText (1-semester access) -- Access Card Package  Package consists of: 0134078810 / 9780134078816 Principles of Microeconomics 0134081161 / 9780134081168 MyEconLab with Pearson eText -- Access Card -- for Principles of Microeconomics 

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Customer Reviews

Principles of Microeconomics by Case, Fair, and Oster 9th edition was an adequate text for an introductory microeconomics class, assuming students received a good high school foundation in microeconomic terminology. Otherwise, the textbook will be confusing because it really stresses the mathematical and graphic foci of economics. For example, the book places a lot of emphasis on cost and revenue curves: for example, it emphasizes time and time again where firms should be producing to make a profit, whether the firm be a perfectly competitive firm or a monopolistic firm. The book does not really talk a whole lot about firms in-between, but then determining profit in a monopolistically competitive firm or oligopoly is far more challenging than the hypothetical perfectly competitive firm. Overall, I was satisfied with this textbook for an introductory level microeconomics course. It would have been nice if the book would have stressed normative economics a little more, rather than simply focusing almost entirely on positive economics, but I guess the authors felt that students would have received considerable instruction time for normative economics in high school. Also, along with the book, as a study resource, were PowerPoints (although I am not certain if you can access these PowerPoints when purchasing a text on .com, unless inside the book you can find an access code to online resources from the publisher). The PowerPoints were pretty helpful in summarizing the main points - the major themes, especially information like: when in a monopoly, profit is maximized where $MR = MC$ (i.e. the monopoly will produce as long as MR is greater than MC), while in perfect competition, a firm will produce as long as the price is greater than MC .

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