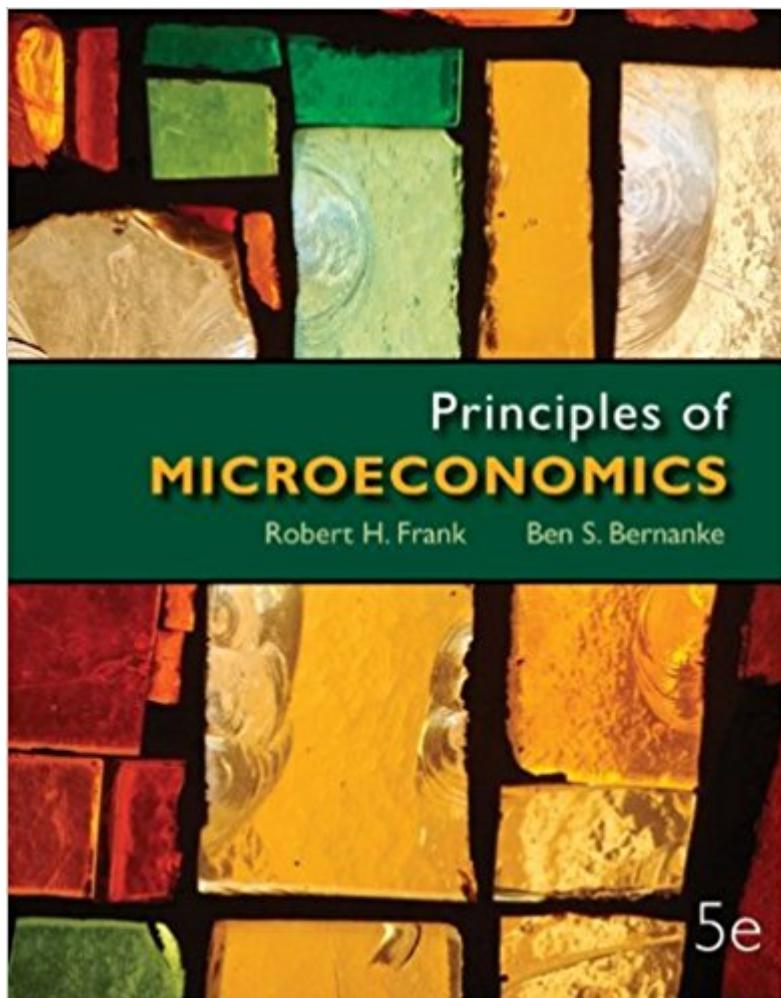


The book was found

# Principles Of Microeconomics (McGraw-Hill Series In Economics)



## **Synopsis**

In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of teaching a shorter list of core principles in depth. Two well-respected writers and researchers, Bob Frank and Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become economic naturalists: people who employ basic economic principles to understand and explain what they observe in the world around them.

## **Book Information**

Series: McGraw-Hill Series in Economics

Paperback: 464 pages

Publisher: McGraw-Hill Education; 5 edition (February 13, 2012)

Language: English

ISBN-10: 007731851X

ISBN-13: 978-0077318512

Product Dimensions: 8.8 x 0.6 x 10.8 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ  See all reviewsÂ  (13 customer reviews)

Best Sellers Rank: #67,483 in Books (See Top 100 in Books) #70 inÂ  Books > Textbooks > Business & Finance > Economics > Microeconomics #89 inÂ  Books > Business & Money > Economics > Microeconomics #105 inÂ  Books > Business & Money > Economics > Theory

## **Customer Reviews**

Once again, Frank and Bernanke offer one of the best economic text books available. The comprehensive, yet easy to understand book, when combined with McGraw Hill's Connect online resources, provides students with the best learning suite imaginable. The online components are second to none and are truly invaluable to learners.

Highly recommended. This book is very easy to understand. As a bonus, you are reading the work of the great economist Ben Bernanke.

My daughter needed this book for her business econ class and I saved a lot by ordering it from instead of the bookstore. The problem is that is did not come with the code to access the online parts that accompany the book. (It advertised that it did) I had to send the book back and buy it from the bookstore.

It was a good book but It was supposed to be macroeconomics. My fault

Very good notified me of every process

Excellent service, just as described

Fast and claeer

[Download to continue reading...](#)

Principles of Microeconomics (McGraw-Hill Series in Economics) Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) Principles of Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover)) Economics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) Microeconomics and Behavior (McGraw-Hill/Irwin Series in Economics) Microeconomics (The McGraw-Hill Series in Economics) Microeconomics (McGraw-Hill Series in Economics) Workouts in Intermediate Microeconomics: for Intermediate Microeconomics and Intermediate Microeconomics with Calculus, Ninth Edition Microeconomics (McGraw-Hill Economics) Managerial Economics: Foundations of Business Analysis and Strategy (The McGraw-Hill Economics Series) Contemporary Labor Economics (The McGraw-Hill Series Economics) Managerial Economics (The McGraw-Hill Economics Series) Issues in Economics Today (McGraw-Hill Series Economics) McGraw-Hill's National Electrical Code 2014 Handbook, 28th Edition (McGraw Hill's National Electrical Code Handbook) McGraw-Hill Education 5 TEAS Practice Tests, 2nd Edition (Mcgraw Hill's 5 Teas Practice Tests) McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education SAT 2017 Edition (Mcgraw Hill's Sat) McGraw-Hill's SAT Subject Test: Biology E/M, 2/E (McGraw-Hill's SAT Biology E/M) McGraw-Hill Education LSAT 2016 (McGraw-Hill's LSAT) McGraw-Hill Education LSAT 2017 (McGraw-Hill's LSAT)

[Dmca](#)