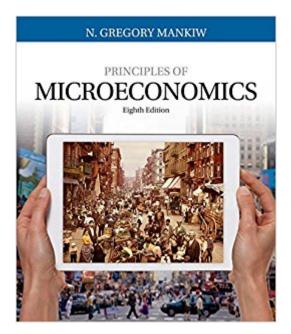


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# Principles Of Microeconomics (Mankiw's Principles Of Economics)





### Synopsis

Provide an approachable, superbly written introduction to microeconomics that allows all types of students to quickly grasp microeconomic concepts and build a strong foundation with Mankiw's popular PRINCIPLES OF MICROECONOMICS, 8E. The most widely-used text in economics classrooms worldwide, this book covers only the most important principles to avoid overwhelming students with excessive detail. Extensive updates feature relevant, meaningful examples. MindTap and Apliaââ ¢ digital course solutions are available to improve student engagement and retention with powerful student-focused resources. Within MindTap, students can use the highly acclaimed Graph Builder and Adaptive Test Prep features. All content has been carefully crafted around understanding student needs at key moments in your course. A team of award-winning teaching economists have added more relevance, engagement, and interactivity to teaching resources in this book's ancillary package, already the most commanding in the industry.

### **Book Information**

Series: Mankiw's Principles of Economics Paperback: 491 pages Publisher: South-Western College Pub; 8 edition (January 1, 2017) Language: English ISBN-10: 1305971493 ISBN-13: 978-1305971493 Product Dimensions: 0.8 x 8.5 x 9.8 inches Shipping Weight: 2 pounds (View shipping rates and policies) Average Customer Review: 3.4 out of 5 stars 3 customer reviews Best Sellers Rank: #823 in Books (See Top 100 in Books) #8 inà Â Books > Business & Money > Economics #12 inà Books > Textbooks > Business & Finance > Economics #15 inà Â Books > Education & Teaching > Schools & Teaching > Instruction Methods

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N. Gregory Mankiw is Robert M. Beren Professor of Economics at Harvard University. He studied economics at Princeton University and MIT. Dr. Mankiw is a prolific writer and a regular participant in academic and policy debates. His research includes work on price adjustment, consumer behavior, financial markets, monetary and fiscal policy, and economic growth. His published articles have appeared in academic journals, such as the American Economic Review, Journal of Political Economy, and Quarterly Journal of Economics, and in more widely accessible forums, including The New York Times, The Washington Post, The Wall Street Journal, and Fortune. Dr. Mankiw has been a research associate of the National Bureau of Economic Research, an adviser to the Federal Reserve Bank of Boston and the Congressional Budget Office, and a member of the ETS test development committee for the advanced placement exam in economics. From 2003 to 2005, he served as chairman of the President's Council of Economic Advisers.

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