



Principles of Microeconomics (Available Titles Aplia)

By Taylor, John B.; Weerapana, Akila

Cengage Learning, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Popular for its coverage of modern policy issues, this clearly written text was the first to discuss long-run (macro) fundamentals before exploring short-term economic fluctuations. The Sixth Edition maintains the text's modern approach with concise yet thorough coverage of current economic theories. New co-author Akila Weerapana brings attention to the needs of today's students by thoroughly refreshing examples, applications, and end-of-chapter problems throughout the text. Streamlined content and pedagogy and the simplification of advanced topics make the material more accessible. Chapter 3, for example, now focuses solely on supply, demand, and market equilibrium, and boxed features have been realigned to maximize accessibility. John B. Taylor's recent service as Undersecretary of the Treasury for International Affairs strengthens the text's focus on policy issues and the international sector. Proven pedagogy includes Taylor/Weerapana's trademark Conversation boxes, providing students with succinct, step-by-step guidance through particularly difficult concepts.



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