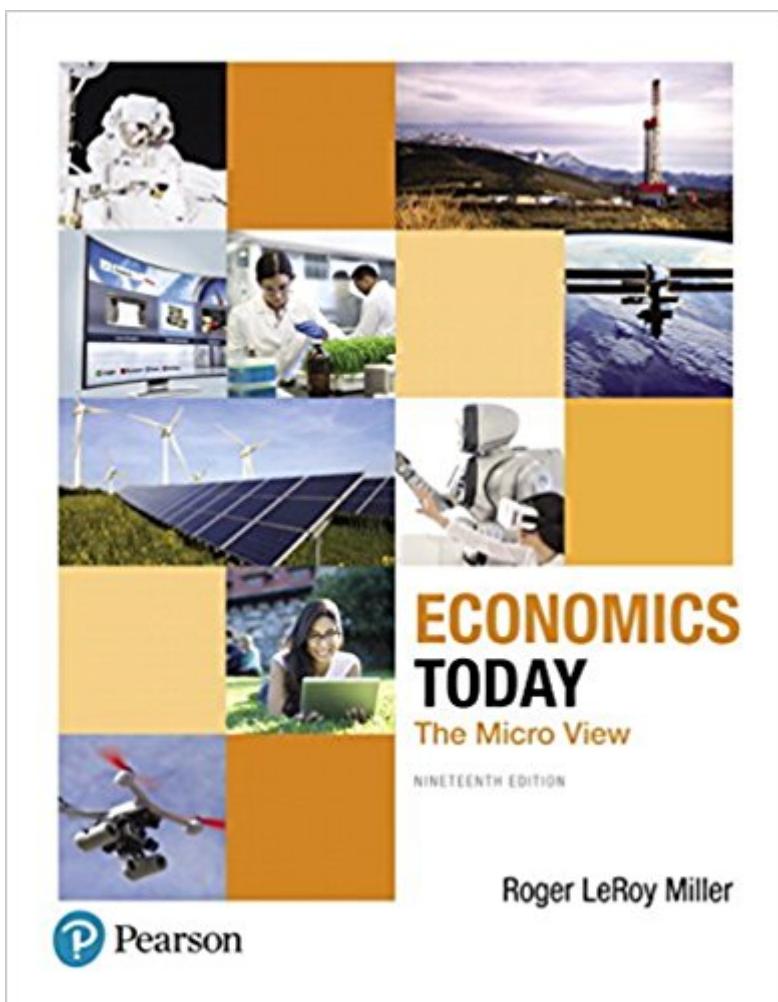


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Economics Today: The Micro View (19th Edition) (Pearson Series In Economics)



Synopsis

For courses in Microeconomics. Economics brought to life through real-world application Readers learn best when they see concepts applied to examples from their everyday lives, so Economics Today: The Micro View addresses real, cutting-edge issues while facilitating individual learning. The text shows readers how economics is front and center in their daily routines, while providing them with many ways to evaluate their understanding of key concepts covered in each chapter. The 19th Edition also includes a new emphasis on behavioral economics, along with all-new problems, vignettes, and features that engage readers and help them focus on the central ideas in economics today. Also available with MyLab Economics MyLabEconomics is 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; MyLabEconomics does not come packaged with this content. Students, if interested in purchasing this title with MyLabEconomics, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLabEconomics, search for: 0134641744 / 9780134641744 Economics Today: The Micro View Plus MyLab Economics with Pearson eText -- Access Card Package Package consists of: 0134479254 / 9780134479255 Economics Today: The Micro View 0134480333 / 9780134480336 MyLab Economics with Pearson eText -- Access Card -- for Economics Today: The Micro View

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Customer Reviews

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Basic college text book. If you're into economics, this is perfect for you. Not sure why it is so expensive!

I used this book as part of a microeconomics course. It's an excellent book in that the author presents a broad range of economic concepts and theory. Combined with the online suppliment, pearson.com, it gives for a student or anyone wanting to learn more about economics. The author does identify when items that are theory rather as fact. It also provides real world examples to help people understand the material. It's definitely a keeper as far as reference material in the future. In the current economic down turn, this book would go a long way to clarify and inform anyone about the basics of economics discussed in the news or in articles. I bought the Kindle version which was helpful. The reader allowed me to review material while I had to kill time, for example waiting at a doctors appointment or waiting to pick up the kids. The desktop reader allowed me to highlight text that helped in study or reference. The ability to add notes was also useful. For example, when reviewing a complex graph I could type in a note that explained a variable or in the text portion I would type in a note for myself to help in a written project. The only thing missing was hyperlinks for maneuvering through the book. If you need a refresher on economics or want to learn on your own, you would find this book useful. It presents pro's and con's to concepts as well as clarify on items that are theory rather than treating them as economic laws.

This book was absolutely terrible. I purchased it while taking a class required for continuing professional certs, and I was shocked at how outdated and archaic most of the information is. It was also very dry, and the principles were poorly explained in many areas. Unless you have a professor who tests straight out of the book, save your money - you can find better, more accurate

explanations of the material in this book by searching Youtube, or the public forums.

If you like Economics, this book is for you.

Our school was offering only the loose-leaf edition of this book, with the online Pearson access code, for over \$180. (And I still would have had to buy a 3-ring binder, plus the bookstore will NOT buy back loose leaf textbooks!) I paid \$70 for this book, new, from , and bought the code online through Pearson's site for \$65. This paperback edition is the one to get! Just be aware that the pages are very thin. It is hard to believe there are well over 700 pages in this slim book! I cannot speak of the content: it's a textbook, and it is kind of hard to be excited about it!

This textbook was assigned by an online Macroeconomics course I took. It was a pretty good book, but not outstanding. It was easy to read and very comprehensive, but also somewhat tough in that it was a self-directed course and I had no desire to pick up the text to study. It just wasn't that engaging. I did come away from reading our assigned readings with a reasonable knowledge of the subject. If your teacher requires this book, or some version of it, you are lucky, as I can imagine other texts obscuring the content considerably. This presents it in a straightforward way that the average non-economics major can grasp, and if diligent, walk away with an A or B (I'm an art major)... but there was nothing about the text that really made it deserving of five stars. I've read better textbooks. It was a "reasonable" textbook. Nothing more, nothing less.

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