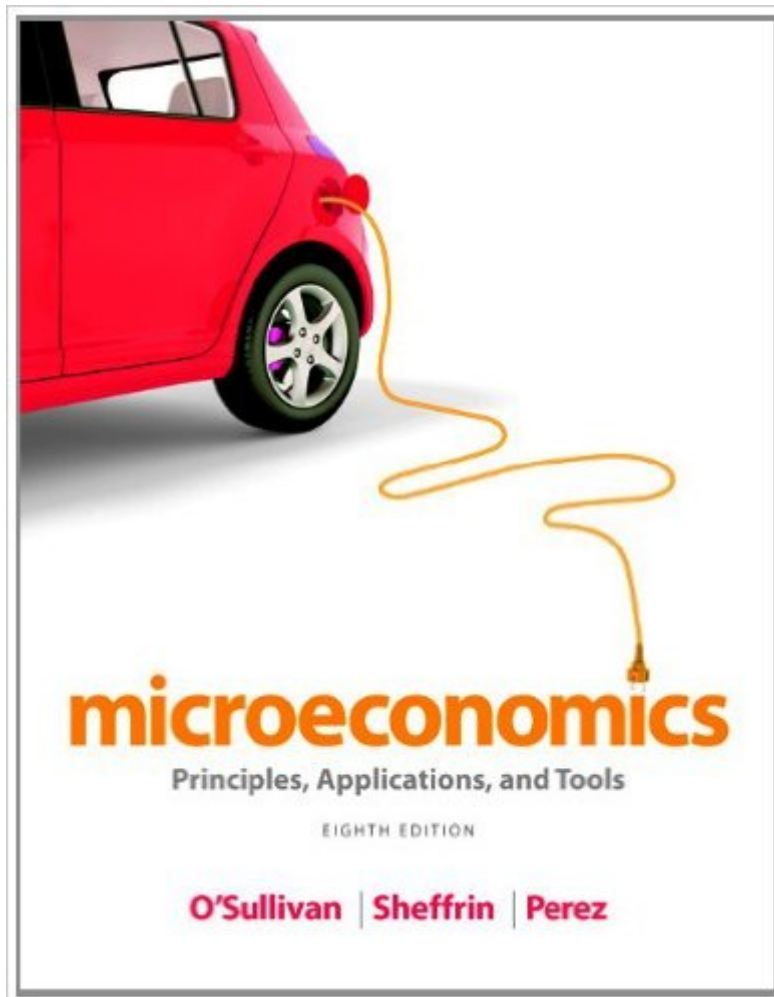


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# Microeconomics: Principles, Applications, And Tools (8th Edition)



## Synopsis

For Principles of Microeconomics courses. Microeconomics: Principles, Applications, and Tools, is also suitable for economists, financial analysts and other finance professionals. Questions that drive interest, applications that illustrate concepts, and the tools to test and solidify comprehension. Students come into their first Economics course thinking they will gain a better understanding of the economy around them. Unfortunately, they often leave with many unanswered questions. To ensure students actively internalize economics, Sullivan/Sheffrin/Perez use chapter-opening questions to spark interest on important economic concepts, applications that vividly illustrate those concepts, and chapter-ending tools that test and solidify understanding.

## Book Information

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## Customer Reviews

I guess, after looking at the thing, there isn't much to give credit to not to denigrate this thing. Most people, if given the choice, will go after a bigger name for their micro book. Others may not. They may assume that their author is not easily google-able and they may have ultimate authority. The problem with this book, I assume, is the problem with most basic econ books. The people coming here have no choice about which micro book to buy. If you're looking at this one, it is passable. There are problems, but there are problems with the discipline. The book assumes that you haven't taken any calculus. The mathematical basis of the text is algebra. Sadly, to really understand what is going on in even the most basic form, you need at least calculus one. Your advisor didn't tell you that. No calculus means that supply and demand are not part of a dynamic system, but are just a thing that balances. It is alienating, but it is also illuminating

if you don't need the context and just want to go home over the holidays explaining deadweight loss to your family. You should still buy them gifts, because otherwise you look mean. A couple of notes: the last chapter is about trade and comparative advantage, it grows to macro and leaves the micro behind. As part of a combined course it works. Finally, on page 157 there is a horrible derivation of opportunity cost. It is a very important part of the course, and it should be told better as a story. It isn't here.

This book would be perfect for a high school economics course. Unfortunately in my case it was used in a college level class for which it was woefully inadequate. Lots of pictures, very colorful, way overpriced. The only reason this book is used is the authors went to great lengths to provide professors with enough supplementary materials that they basically do not have to do any work constructing their own course. So I suppose if you are a lazy professor who doesn't particularly care about whether their students actually learn anything, this book will be perfect for you. If you are a student in a class where this book is taught, rest assured the course will be incredibly easy and you will learn nothing. Sorry bub, welcome to college.

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