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"Are you tired of books that sacrifice clarity by introducing some of the complexities of economic theory too early?" Case/Fair/Oster, believe that the best way to understand how market opportunities operate and the best way to understand basic economic theory is to work through the perfectly competitive model first, including discussions of output markets, input markets (land, labor & capital), and the connections between them, before turning to noncompetitive market structures, such as monopolies and oligopolies. When students understand how a simple perfectly competitive system works, they can start thinking about how the pieces of the economy fit together. Learning perfect competition first enables students to see the power of the market system. It is impossible to discuss the efficiency of markets as well as the problems that arise from markets until students have seen how a simple, perfectly competitive market system produces good and services. Reviewers tell us that Case/Fair is one of the all-time bestselling POE texts because they trust it to be clear, thorough and complete. This well-respected author team is joined for the 9th edition by a new co-author, Sharon Oster. Sharon's research and teaching experience brings new coverage of modern topics and an applied approach to economic theory, as demonstrated in the new "Economics in Practice" feature. 0138001952 / 9780138001957 Principles of Microeconomics & MyEconLab Student Access

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Document from the year 2019 in the subject Economics - Other, grade: University, Wollega University, language: English, abstract: Several people imagine that economics is about money. In fact, this is true to some extent this is true since economics has a lot to do with money: with how much money people are paid; how much they spend; what it costs to buy various items; how much money firms earn; how much money there is in total in the economy. Even if the large number of areas in which our lives are concerned with money, economics is more than just the study of money (Sloman, 2006). In general, the subject matter of economics is generally divided into four parts. They are Production, Consumption, Exchange and Distribution.

Production means producing things or creation or addition of utilities to the goods and services to make them capable of satisfying various wants. Consumption deals with human wants and their satisfaction. Exchange refers to transfer of goods and services through the medium of money. Finally, distribution refers to the sharing of income from production by four factors of production namely, land, labor, capital and organization (Sloman, 2006).

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Economics, far from being the “dismal science,” offers us valuable lessons that can be applied to our everyday experiences. At its heart, economics is the science of choice, and a study of economic principles allows us to achieve a more informed understanding of how we make our choices, regardless of whether these choices occur in our everyday life or in our work environment. This book brings a real commonsense approach to basic microeconomics. It delivers clear statements of essential economic principles, supported by easy-to-understand examples, and uncluttered by extraneous material; the goal being to provide a concise, readable primer that covers the substance of microeconomic theory. It also looks at the efficient operation of competitive markets and what may cause those markets to fail; the benefits from trade; profit maximization; the consequences of choice; and the implications of imperfect competition. Reviewers tell us that Case/Fair is one of the all-time bestselling POE texts because they trust it to be clear, thorough, and complete.

"Our goal in the 13th edition, as it was in the first edition, is to instill in

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Principles of Microeconomics Prentice Hall

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"Principles of Macroeconomics is an adaptation of the textbook, Macroeconomics: Theory, Markets, and Policy by D. Curtis and I. Irvine, and presents a complete and concise examination of introductory macroeconomics theory and policy suitable for a first introductory course. Examples are domestic and international in their subject matter and are of the modern era — financial markets, monetary and fiscal policies aimed at inflation and debt control, globalization and the importance of trade flows in economic structure, and concerns about slow growth and the risk of deflation, are included. This textbook is intended for a one-semester course, and can be used in a two-semester

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sequence with the companion textbook, Principles of Microeconomics. The three introductory chapters are common to both textbooks."--BCcampus website.

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Principles of Microeconomics

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Test Item File [to Accompany] Principles of Microeconomics, Ninth Edition, Karl E. Case, Ray C. Fair, Sharon M. Oster

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Principles of Economics 2e

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