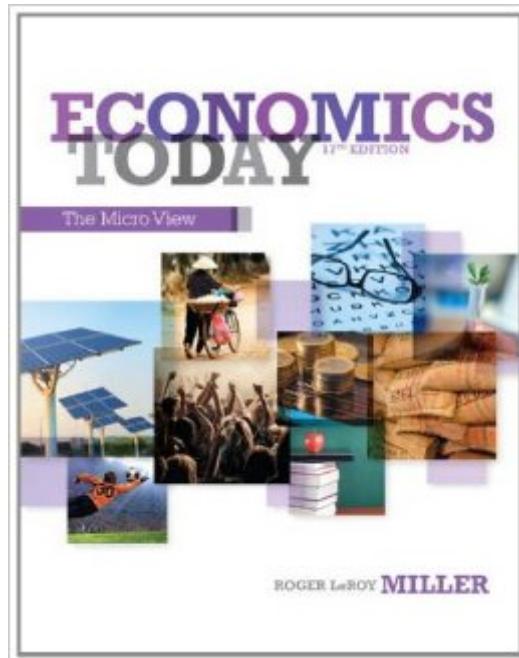


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Economics Today: The Micro View (17th Edition)



Synopsis

Written for students taking the principles of economics course. By presenting ideas clearly, at an accessible level, and in the context of newsworthy applications, *Economics Today: The Macro View* is also a valuable resource for professionals seeking a current, real-world introduction to economics. *Economics Today* "Bringing the Real World to Your Students" Students learn best when they see concepts applied to examples from their everyday lives. This new edition of *Economics Today: The Micro View* covers leading-edge issues while lowering barriers to student learning. The text relentlessly pursues the fundamental objective of showing students how economics is front and center in their own lives while providing them with many ways to evaluate their understanding of key concepts covered in each chapter. Each chapter begins and ends with an Issues and Applications feature, which introduces a timely issue in the chapter opener and analyzes the issue using the economic tools learned in that chapter at the end. This text is also available with MyEconLab®, which includes assessment questions that tie to these Issues and Applications, as well as ABC News video clips. With MyEconLab, students can continue working problems online and receive personalized tutorial resources. Visit MyEconLab for more information.

Note: If you are purchasing the standalone text (ISBN: 0132948885) or electronic version, MyEconLab does not come automatically packaged with the text. To purchase MyEconLab, please visit: www.myeconlab.com or you can purchase a package of the physical text + MyEconLab by searching the Pearson Higher Education web site. MyEconLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

I didn't care much for the author of this book. Even from reading the first chapter, he seems like an opinionated jerk. The section titled "A Warning: Recognize Normative Analysis" sounds like something the editor had to put in there because of how the author wrote the book. For example, he writes, "Do not get the impression that a textbook author will be able to keep all personal values out of the book. They will slip through" (11). It seems like every opinion the author had succeeded in making it into the book. I know it is hard to remain completely non-biased in a book on economics. Indeed, it's quite likely the author will favor one side or the other when discussing such topics as corporate income tax, Medicare, and other topics. However, the mark of a good author is the ability to suppress those opinions and present each side equally. However, in this book, his side is presented and then he puts down the other side. For example, in the section about free trade, he lists the arguments against free trade, one of which is protecting domestic jobs. The author spends the entire section stating why he feels allowing companies to outsource their jobs to other countries (like China or India) does not affect domestic (e.g., American) jobs at all. And he brings politics into it. For example, on why this is the biggest argument against free trade, he states, "This is a compelling argument, particularly for politicians from areas that may be threatened by foreign competition" (714). This line is completely unnecessary. The entire section labeled Protecting Domestic Jobs is nothing but his explaining why this is apparently not a factor in American unemployment, instead of addressing both sides.

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