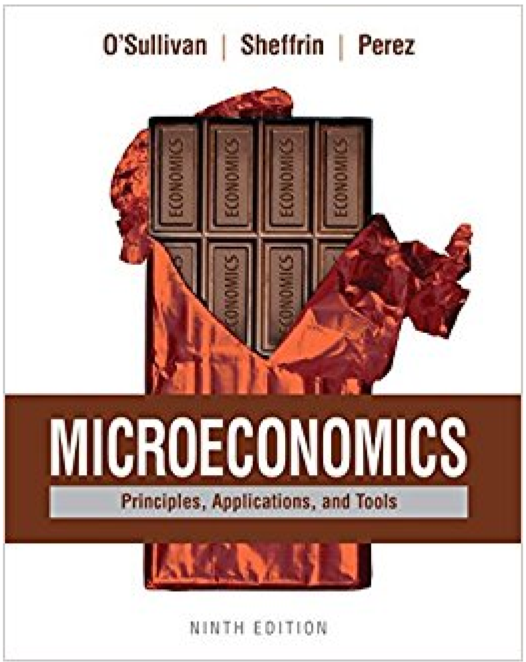
Microeconomics: Principles, Applications, And Tools (9th Edition)



Synopsis

For courses in the Principles of Economics. Â   Introduces Readers to the Basic Concepts of Economics with Timely, Engaging Stories and Applications Readers hoping to gain a better understanding of the world around them, often leave with their questions unanswered. Microeconomics: Principles, Applications, and Tools isbuilt upon the authorâ ™s philosophy of using the basic concepts of economics to explain a wide variety of timely, engaging, real-world economic applications. Â The Ninth Edition incorporates updated figures and data, while also emphasizing current topics of interestâ “including the severe economic downturn of recent years and the latest developments in economic thinking. It also includes newly refined Learning Objectives that introduce the concepts explored in each chapter, along with new applications and chapter-opening stories related to the most up-to-date developments in microeconomics. Â   Also Available with MyEconLabÂ®   This title is available with MyEconLabâ ”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. Â   NOTE: You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for:Â   0134424034 / 9780134424033 Microeconomics: Principles, Applications, and Tools Plus MyEconLab with Pearson eText (1-semester access) -- Access Card Package   Â   Package consists of: 0134061632 / 9780134061634 MyEconLab with Pearson eText -- Standalone Access Card -- for Microeconomics: Principles, Applications and Tools   013407887X / 9780134078878 Microeconomics: Principles, Applications, and Tools   Â

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Customer Reviews

Arthur Oâ ™Sullivan is a professor of economics at Lewis and Clark College in Portland, Oregon. After receiving his B.S. in economics at the University of Oregon, he spent two years in the Peace Corps, working with city planners in the Philippines. He received his Ph.D. in economics from Princeton University in 1981 and has taught at the University of California, Davis, and Oregon State University, winning teaching awards at both schools. He is the author of the best-selling textbook Urban Economics, currently in its eighth edition, with translations into Russian, Chinese, Korean, and Greek. Â Professor Oâ ™Sullivanâ ™s research explores economic issues concerning urban land use, environmental protection, and public policy. His articles have appeared in many economics journals, including the Journal of Urban Economics, Journal of Environmental Economics and Management, National Tax Journal, Journal of Public Economics, and Journal of Law and Economics. Â Professor Oâ ™Sullivan lives with his family in Portland, Oregon. For recreation, he enjoys hiking, kiteboarding, and squash. Â   Steven M. Sheffrin is professor of economics and executive director of the Murphy Institute at Tulane University. Prior to joining Tulane in 2010, he was a faculty member at the University of California, Davis, and served as department chairman of economics and dean of social sciences. He has been a visiting professor at Princeton University, Oxford University, London School of Economics, and Nanyang Technological University, and he has served as a financial economist with the Office of Tax Analysis of the United States Department of the Treasury. He received his B.A. from Wesleyan University and his Ph.D. in economics from the Massachusetts Institute of Technology. Â Professor Sheffrin is the author of 10 other books and monographs and over 100 articles in the fields of macroeconomics, public finance, and international economics. His most recent books include Rational Expectations (second edition) and Property Taxes and Tax Revolts: The Legacy of Proposition 13 (with Arthur Oâ ™Sullivan and Terri Sexton). Â Professor Sheffrin has taught macroeconomics and public finance at all levels, from general introduction to principles classes (enrollments of 400) to graduate classes for doctoral students. He is the recipient of the Thomas Mayer Distinguished Teaching Award in economics. He lives with his wife Anjali (also an economist) in New Orleans, Louisiana, and has two daughters who have studied economics. In addition to a passion for current affairs and travel, he plays a tough game of tennis. Â   Stephen J. Perez is a professor of economics and NCAA faculty athletics representative at California State University, Sacramento. After receiving his B.A. in economics at the University of California, San Diego, he was awarded his Ph.D. in economics from the University of California, Davis, in 1994. He taught economics at Virginia Commonwealth University and Washington State University before coming to California State University, Sacramento, in 2001. He teaches macroeconomics at all levels as well as econometrics, sports economics, labor economics, and mathematics for economists. Â Professor Perezâ ™s research explores most macroeconomic topics. In particular, he is interested in evaluating the ability of econometric techniques to discover the truth, issues of causality in macroeconomics, and sports economics. His articles have appeared in many economics journals, including the Journal of Monetary Economics; Econometrics Journal; Economics Letters; Journal of Economic Methodology; Public Finance and Management; Journal of Economics and Business; Oxford Bulletin of Economics and Statistics; Journal of Money, Credit, and Banking; Applied Economics; and Journal of Macroeconomics. Â Â Â

like a new book

I guess, after looking at the thing, there isnÃ¢Â Â™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 youÃ¢Â Â™re looking at this one, it is passable.There are problems, but there are problems with the discipline. The book assumes that you havenÃ¢Â Â™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 didnÃ¢Â Â™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 donÃ¢Â Â™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 isnÃ¢Â Â™t here.

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It’s ok

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.

Book smelled like smoke and appeared well used, but it works for what I need it for and was a fraction of the cost had I purchased it from the campus bookstore. So I’m pleased.

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