

## Economics Today The Micro View Student Value Edition Plus Myeconlab With Pearson Etext Access Card Package 18th Edition

*Students learn best when they see concepts applied to examples from their everyday lives. With an abundance of relentlessly current examples, Economics Today: The Micro View appeals to today's diverse student population by presenting ideas clearly, at an accessible level, and in the context of newsworthy applications. 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(r), 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.*

*Twenty-three chapters provide introductory material and discuss the dimensions of microeconomics; market structure, resource allocation, and regulation; productive factors, poverty, the environment, and interest groups; and global and cyber economics. The included CD-ROM is a software tutorial that helps the student to visualize data with shifting curves and dynamic graphical output, explore relationships between theory and real-world applications, and prepare for exams with customizable quizzes. This edition does not contain parts two through five. Annotation copyrighted by Book News, Inc., Portland, OR*

*MicroView and Your Economic Life*

*The Micro View and MyEconLab Student Access Code Card*

*Economics Today: The Macro View*

*Economics Today*

*Readers learn best when they see concepts applied to examples from their everyday lives. With an abundance of relentlessly current examples, Economics Today: The Micro View appeals to today's diverse population by presenting ideas clearly, at an accessible level, and in the context of newsworthy applications. Introduction: The Nature of Economics; Scarcity and the World of Trade-Offs; Demand and Supply; Extensions of Demand and Supply Analysis; Public Spending and Public Choice; Funding the Public Sector. Dimensions of Microeconomics: Demand and Supply Elasticity; Consumer Choice; Rents, Profits, and the Financial Environment of Business. Market Structure, Resource Allocation, and Regulation: The Firm: Cost and Output Determination; Perfect Competition; Monopoly; Monopolistic Competition; Oligopoly and Strategic Behavior; Regulation and Antitrust Policy in a Globalized Economy. Labor Resources and the Environment: The Labor Market: Demand, Supply, and Outsourcing; Unions and Labor Market Monopoly Power; Income, Poverty, and Health Care; Environmental Economics. Global Economics: Comparative Advantage and the Open Economy; Exchange Rates and the Balance of Payments. For all readers interested in microeconomics.*

*Readers learn best when they see a concept applied in the context of examples "they" understand. That is why Economics Today: The Micro View is so successful when readers hail from a wide variety of backgrounds. An abundance of relentlessly current, news-worthy examples motivate every chapter and reflect the interests of today's diverse reader population. Introduction: The Nature of Economics; Scarcity and the World of Trade-Offs; Demand and Supply; Extensions of Demand and Supply Analysis; The Public Sector and Public Choice; Taxes, Transfers, and Public Spending; Dimensions of Microeconomics: Consumer Choice; Demand and Supply Elasticity; Rents, Profits, and the Financial Environment of Business; Market Structure, Resource Allocation, and Regulation: The Firm: Cost and Output Determination; Perfect Competition; Monopoly; Monopolistic Competition; Oligopoly and Strategic Behavior; Regulation and Antitrust in a Globalized Economy; Labor Resources and the Environment: The Labor Market: Demand, Supply, and Outsourcing; Unions and Labor Market Monopoly Power; Income, Poverty, and Health Care; Environmental Economics; Global Economics: Comparative Advantage and the Open Economy; Exchange Rates and the Balance of Payments. For all readers interested in principles of microeconomics.*

*The Micro View, ECO 208 Microeconomics*

*The Micro View Plus Myeconlab Plus EBook 1-Semester Student Access Kit Value Package (Includes Study Guide for Economics Today: The Micro View)*

*Study Guide for Economics Today*

*Supplement: Student Value Edition for Economics Today: The Micro View - Economics Today: The Micro View Plus Myeconlab Plus EBook*

**Economics Today: Micro View-Bringing the Real World to Your Students For a complete multimedia book tour of Miller, Economics Today, 17e, Click Here. For a look at the Supply & Demand Chapter of this title, Click Here. Students learn best when they see concepts applied to examples from their everyday lives. This new edition of Economics Today: 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(R), 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.**

**The 12th edition of 'Economics Today: The Micro View' features all new examples that have been selected to grab and hold students' attention. These examples serve the basic purpose of driving home the application of the theory just presented.**

**Student Value Edition for Economics Today: The Micro View plus Myeconlab 1-Semester Student Access Kit - Economics Today: The Micro View Plus Myeconlab Student Access Kit**

**15/E**

**The Micro View, Student Value Edition Plus MyEconLab with Pearson EText -- Access Card Package**

**Economics Today: Pearson New International Edition**

**Economics Today, the Micro View**

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For courses in Money and Banking or General Economics. Economics Today -- Bringing the real world to your students Readers learn best when they see concepts applied to examples from their everyday lives. The Eighteenth Edition of Economics Today: The Micro View addresses leading-edge issues while facilitating reader 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. New and revised tools and features engage readers and help them focus on the central ideas in economics today. Also available with MyEconLab® MyEconLab 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; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEcon search for ISBN-10: 0134004647 / ISBN-13: 9780134004648 The Micro View Plus MyEconLab with Pearson eText -- Access Card Package, 18/e. That package includes ISBN-10: 0133885070 / ISBN-13: 9780133885071 Economics Today: The Micro View, 18/e and ISBN-10: 0133916677 / ISBN-13: 9780133916676 MyEconLab with Pearson eText -- Access Card -- for Economics Today: The Micro View, 18/e. MyEconLab should only be purchased when required by an instructor.

**Economics Today: The Micro View**

**The Macro View Plus Myeconlab Plus EBook 1-Semester Student Access Kit Value Package (Includes Study Guide for Economics Today: The Macro View)**

**The Micro View, the Macro View**

**The micro view**

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**Supplement**

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