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Arthur O'Sullivan, Steven Sheffrin, Stephen Perez

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Microeconomics: Principles, Applications, and Tools Plus NEW MyEconLab with Pearson eText -- Access Card Package (8th Edition) Arthur O'Sullivan, Steven Sheffrin, Stephen Perez 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, O'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.

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