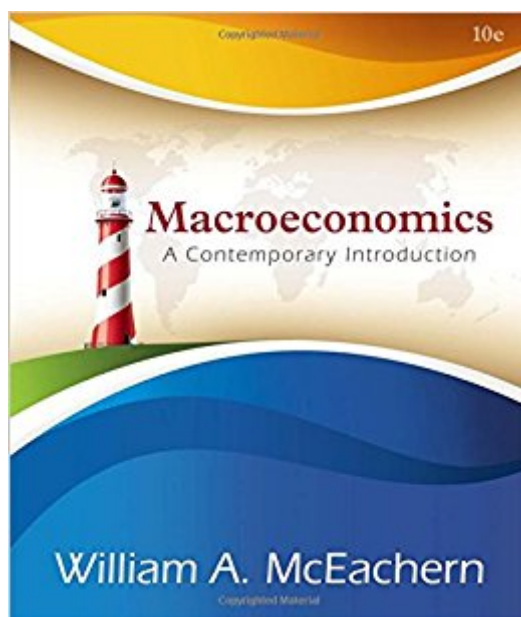


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Macroeconomics: A Contemporary Introduction



Synopsis

McEachern "teaches by example." It is the text that uses examples and illustrations that students will recognize when they show up for class the first day because they already have at least 17 years of personal experience with economic choices, institutions, and events. Easy to understand and filled with lively real-world examples, **MACROECONOMICS: A CONTEMPORARY INTRODUCTION**, Tenth Edition, is your ideal introduction to the principles of macroeconomics. McEachern approaches the course by using many of the macroeconomic concepts that you've likely encountered in your own life experiences. These life experiences are then explained as economic concepts through interesting case studies and focused examples. The case studies are found throughout the text, giving you genuine insight into how economic principles work in the real world -- and the recent economic crisis is covered throughout. McEachern's approachable style is enhanced by the powerful learning tools you'll find on Aplia, a web-based educational program designed to improve your understanding and your grade.

Book Information

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Customer Reviews

Dr. William A. McEachern began teaching large sections of economic principles shortly after joining the University of Connecticut. Several years later he began offering teaching workshops around the country. The University of Connecticut Alumni Association conferred on him its Faculty Excellence in Teaching Award in 2000. He earlier won the Association's award for Distinguished Public Service. Dr. McEachern has published books and monographs on public finance, public policy, and industrial

organization, including MANAGERIAL CONTROL AND PERFORMANCE (D.C. Heath and Company). His research has also appeared in edited volumes, such as READINGS IN PUBLIC CHOICE ECONOMICS (University of Michigan Press), INTERNATIONAL HANDBOOK ON TEACHING AND LEARNING ECONOMICS (Edward Elgar Publishing), and RETHINKING ECONOMIC PRINCIPLES (Irwin Publishing). He has also published in a variety of refereed journals, including Economic Inquiry, National Tax Journal, Quarterly Review of Economic and Business, Journal of Industrial Economics, Kyklos, Econ Journal Watch, and Public Choice. His principles of economics textbooks have been translated into Spanish, Chinese, and Bahasa Indonesia, and have been adapted for Australia and for India. He is the founding editor of THE TEACHING ECONOMIST, a newsletter that for a quarter of a century has focused on teaching economics at the college level. Dr. McEachern has advised federal, state, and local governments on policy matters and has been quoted in media such as the New York Times, Times of London, Wall Street Journal USA Today and Reader's Digest. He, earned an undergraduate degree with honors from College of the Holy Cross, served three years as a U.S. Army officer, and earned an M.A. and Ph.D. in economics from the University of Virginia.

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