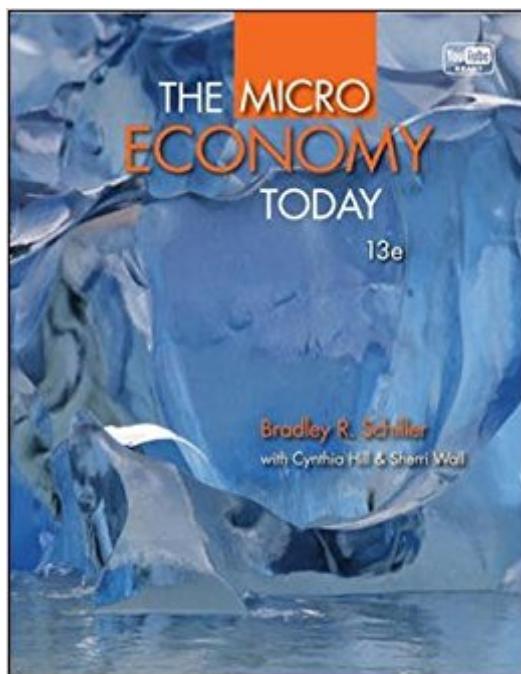


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# The Micro Economy Today (McGraw-Hill Series Economics)



## **Synopsis**

Clear. Current. Connected to Today. Student. Schiller, *The Micro Economy Today*, 13e, is noted for three great strengths: readability, policy orientation, and pedagogy. The accessible writing style engages students and brings some of the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. This strategic choice is highlighted throughout the full range of micro, macro, and international issues, and every chapter ends with a policy issue that emphasizes the markets vs. government dilemma. The authors teach economics in a relevant context, filling chapters with the real facts and applications of economic life. Schiller is also the only principles text that presents all macro theory in the single consistent context of the AS/AD framework. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

## **Book Information**

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## **Customer Reviews**

Bradley R. Schiller has over four decades of experience teaching introductory economics at American University, the University of California (Berkeley and Santa Cruz), the University of Maryland, and the University of Nevada (Reno). He has given guest lectures at more than 300 colleges ranging from Fresno, California, to Istanbul, Turkey. Dr. Schiller's unique contribution to

teaching is his ability to relate basic principles to current socioeconomic problems, institutions, and public policy decisions. This perspective is evident throughout *Essentials of Economics*. Dr. Schiller derives this policy focus from his extensive experience as a Washington consultant. He has been a consultant to most major federal agencies, many congressional committees, and political candidates. In addition, he has evaluated scores of government programs and helped design others. His studies of income inequality, poverty, discrimination, training programs, tax reform, pensions, welfare, Social Security, and lifetime wage patterns have appeared in both professional journals and popular media. Dr. Schiller is also a frequent commentator on economic policy for television, radio, and newspapers. Dr. Schiller received his PhD from Harvard and his BA degree, with great distinction, from the University of California (Berkeley). When not teaching, writing, or consulting, Professor Schiller is typically on a tennis court, schussing down a ski slope, or enjoying the crystal blue waters of Lake Tahoe.

I really enjoyed this book. I used it in an M.B.A class that I've taken. Very good class... A must have for those interested in finance. The down side is that to understand you need a business background or try to learn the business language.

Does not give good examples. No way to check odd numbered answers in back of book. Layout is poor. Would not recommend

This is a good book about microeconomics. Definitely use the online resources and you will be able to go a lot further with your learning

Quality book for a reasonable price, things add up as a college student, thanks !!

I had to rent this book for my online class and if you have taken the *Marco Economy Today* text book written by the same people then you will see a lot of the information in this book which I find to be a good thing because this book is easy to understand.

This was definitely the way to go for books for college. The book was automatically downloaded on my daughter's MAC and iPad and she had it with her all the time. Cost was very reasonable and if you need to extend by a few days, you can. Highly recommend.

Great to find this book. Excellent price. Thank you

Didn't like the Instructor for this course. Made everything very difficult to learn.

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