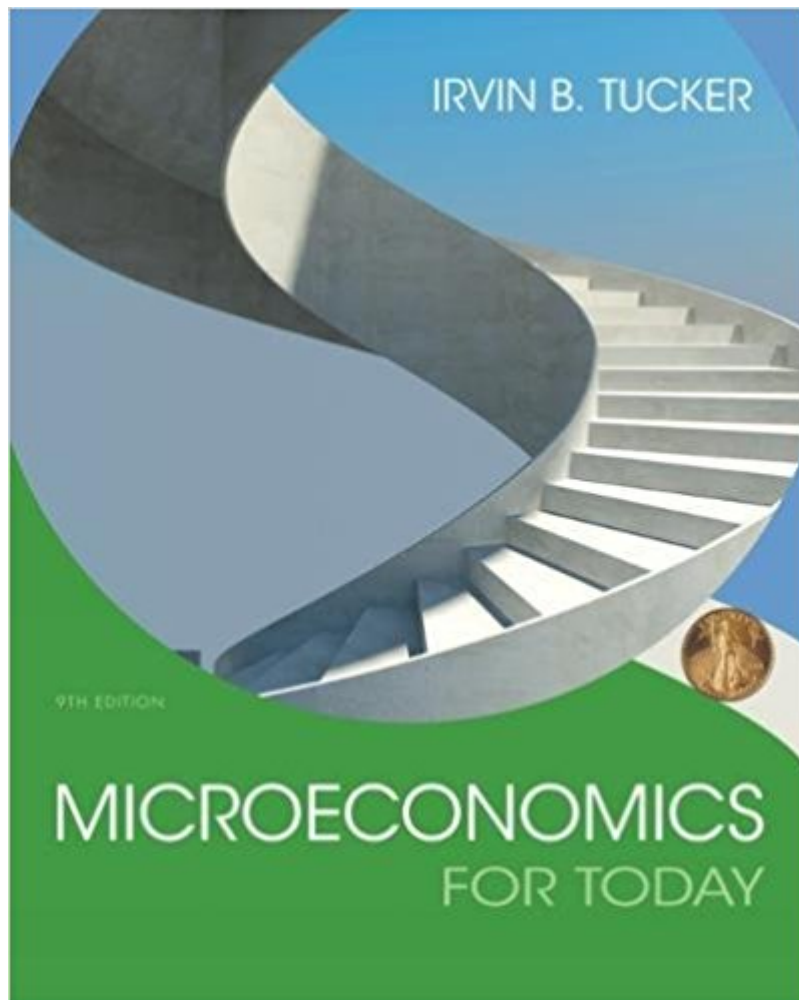


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Microeconomics For Today



Synopsis

Help students visualize economics in action with the most pedagogically rich, complete text on the market: Irvin Tucker's MICROECONOMICS FOR TODAY, 9E. This dynamic book offers a clear, engaging writing style ideal for students at all levels. Written by a national award-winning educator, MICROECONOMICS FOR TODAY provides a unique textual and visual learning system that presents and reinforces core concepts, then immediately assesses comprehension to ensure understanding. The author highlights the latest information on economic growth, income distribution, federal deficits, environmental issues, and other economic developments while applying concepts to everyday life.

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Dr. Irvin B. Tucker has more than 30 years of experience teaching introductory economics at the

University of North Carolina Charlotte. He earned his BS in economics at North Carolina State University and his MA and PhD in economics from the University of South Carolina. He is a long-time member of the National Council on Economic Education. Dr. Tucker has served as executive director of the S.C. Council of Education and director of the Center for Economic Education at the University of North Carolina at Charlotte. He is recognized for his ability to relate basic principles to economic issues and public policy. His work has received national recognition with awards from the Meritorious Levy Award for Excellence in Private Enterprise Education, the Federation of Independent Business Award for Postsecondary Educator of the Year in Entrepreneurship and Economic Education, and the Freedom Foundation's George Washington Medal for Excellence in Economic Education. In addition, Dr. Tucker's research has been published in numerous professional journal articles on a wide range of topics, including industrial organization, entrepreneurship, and economics of education. Dr. Tucker is also the author of the highly successful SURVEY OF ECONOMICS, 9E and ECONOMICS AND FINANCE.

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