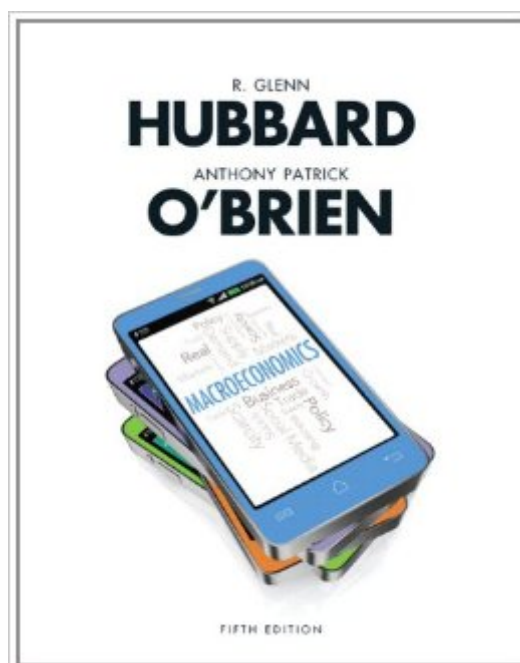


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Synopsis

For Principles of Macroeconomics courses at two- and four-year colleges and universities. Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Macroeconomics is fostering interest in concepts that may not seem applicable to students' lives. Macroeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience—for you and your students. It will help you to:

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Customer Reviews

This book was very helpful in explaining concepts that I did not grasp from the lectures. Very informative graphs and example problems. When I didn't understand something in the class, I was able to read the book and completely understand the concepts. This book wasn't required for my course, but it was a VERY good decision to purchase it. I used it a often, and it paid off as I made an 'A'. This was not a simple course at my university either. Definitely worth the purchase!!

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