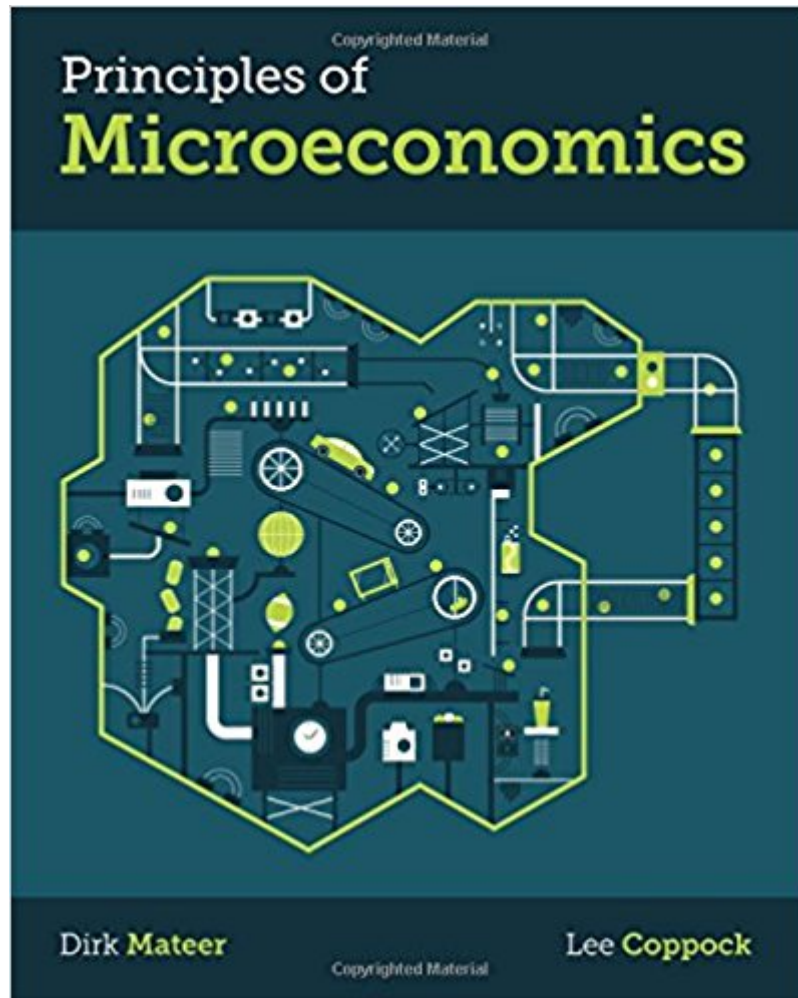




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Principles Of Microeconomics



Synopsis

Makes economics stick. Meets students where they are. An innovative instructor uses his tested insights and successful teaching practices to create a truly student-centered approach: real-world examples, pedagogy developed in his own classrooms, and problem solving tools that resonate with today's students.

Book Information

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Customer Reviews

Dirk Mateer has a Ph.D. from Florida State University and is the Senior Lecturer and Gerald Swanson Chair of Economic Education at the University of Arizona. Dirk has been teaching Principles of Economics for over twenty years; he specializes in the Principles of Microeconomics. Before moving to the University of Arizona, Dirk spent 1 year at the University of Kentucky developing their online Principles courses and 15 years at Penn State where he taught very large classes (700 plus students per lecture), developing a reputation as one of the most effective and creative instructors of Principles of Economics in the country; for this, he was recently featured in Businessweek. Lee Coppock is Professor and Undergraduate Director in the Economics Department at the University of Virginia. He has been teaching principles of economics for over twenty years, specializing in principles of macroeconomics. Before moving to UVA, he spent 9 years at Hillsdale College, where he learned how to reach college students. At UVA, Lee teaches two large sections (500+) of macro principles each spring. He has received teaching awards at both Hillsdale College and UVA. Lee lives in Charlottesville with his wife Krista and their four children: Bethany, Lee III, Kara, and Jackson.

Easy to read and understand. Unlike some text books it is not filled with useless information and figures upon figures. It is straight to the point and I think the many examples in the book help to clarify what it is talking about.

I bought this for a college level macroeconomics course and they do well with outlining major concepts and scaffolding information and material.

Very well written text. Since this is a difficult course, I thought their real life examples as well as the pop culture references made it a bit more approachable. It helped me do very well in the class.

Needed for class

The book is good.

Needed for class

I like this book a lot

Good condition

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