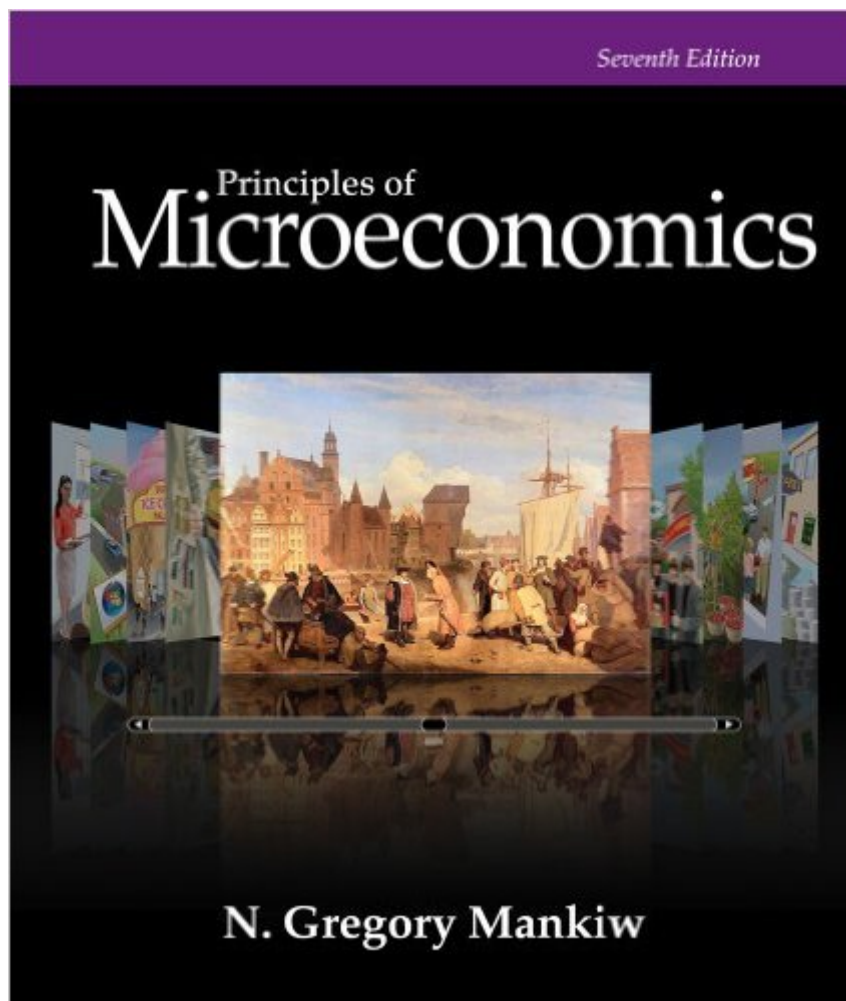


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Synopsis

With its clear and engaging writing style, *PRINCIPLES OF MICROECONOMICS*, Seventh Edition, continues to be one of the most popular books on economics available today. Mankiw emphasizes material that you are likely to find interesting about the economy (particularly if you are studying economics for the first time), including real-life scenarios, useful facts, and the many ways economic concepts play a role in the decisions you make every day.

Book Information

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Greg Mankiw, introducing the chapter content by providing real world context and motivation around what the students will be learning in the upcoming chapter. These videos answer the ‘Why?’ before getting into the ‘What?’, providing students with a better understanding of the importance and rationale for the chapter content and helping them to understand how economics relates to what they experience in their lives and see in the world around them.

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