



Principles of Economics

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Product Description

Principles of Economics, 7th Edition, provides a deeper understanding of economics by eliminating overwhelming detail and focusing on seven core principles that are reinforced and illustrated throughout the text. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become economic naturalists: people who employ basic economic principles to understand and explain what they observe in the world around them. With new videos and interactive graphs alongside SmartBook's adaptive reading experience, the 7th edition enables instructors to spend class time engaging, facilitating, and answering questions instead of lecturing on the basics.
