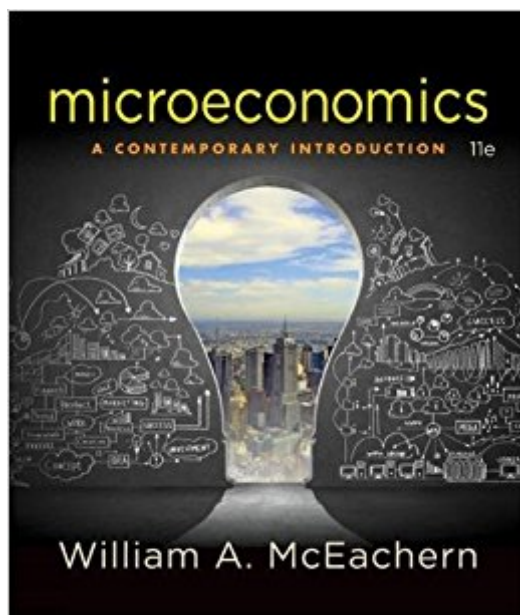


The book was found

# Microeconomics: A Contemporary Introduction



## Synopsis

Now you can "teach by example" with the unique approach to economics found only in McEachern's acclaimed MICROECONOMICS: A CONTEMPORARY INTRODUCTION, 11E. The text uses examples and illustrations that your students will recognize when they show up for class the first day, because they already have at least 17 years of personal experience with economic choices, institutions, and events. This book truly leads by example, taking a "just-in-time" approach that introduces material just as it is needed to develop an argument. Clear and interesting exposition combines with case studies, recent research findings, and a focused design. Relevant case studies are integrated into the flow of each chapter. Each chapter includes a one-page case study in the printed book as well as a second case study online. The book's well-crafted approach is enhanced with resources, such as Aplia and MindTap, that help improve student understanding and help you streamline tasks and save valuable time.

## Book Information

Paperback: 526 pages

Publisher: South-Western College Pub; 11 edition (January 1, 2016)

Language: English

ISBN-10: 1305505530

ISBN-13: 978-1305505537

Product Dimensions: 9.9 x 8.4 x 0.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #35,471 in Books (See Top 100 in Books) #77 in [Books > Textbooks >](#)

[Business & Finance > Economics > Microeconomics](#) #85 in [Books > Business & Money >](#)

[Economics > Microeconomics](#) #1089 in [Books > Education & Teaching > Schools & Teaching](#)

[> Instruction Methods](#)

## Customer Reviews

#BeUnstoppable with McEachern's [Microeconomics: A Contemporary Introduction](#)

[View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

Relevant to

your personal experiences. From Spotify or the price elasticity of e-books to smart apps for tracking fitness and nutrition or the effect of the Internet on labor productivity, this text discusses how technological developments directly impact production, employment, sales, and consumption.

Progression Graphs software clarifies content. You can now build the more challenging graphs in

the book one step at a time using the book's new online software, Progression Graphs. Checkpoint Questions help ensure recall. Checkpoint Questions appear after each major section to help you evaluate how well you recall and understand the material that you've just read. End-of-chapter material makes review simple. All questions and problems at the end of each chapter are labeled with the corresponding chapter concepts to help you identify any material you may need to review as you prepare for your next exam.

[Aplia Has Everything You Need to Get Homework Done Successfully](#)

[View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

Millions of students use Aplia to better prepare for class. In just 10 years, more than one billion answers have been submitted through Aplia, the premier online assignment solution. Millions of students use Aplia to better prepare for class and for their exams. Join them today! Know what's important. Aplia assignments mean "no surprises" with an at-a-glance view of current assignments organized by due date, you always know what's due, and when. Discover real-world relevance. Aplia ties your lessons into real-world applications so you get a bigger, better picture of how you'll use your education in your future workplace. Master the content. Automatic grading and immediate step-by-step feedback helps you master content the right way the first time.

[Be Confident with MindTap!](#)

[View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

Tap into engagement. MindTap empowers you to produce your best work consistently. MindTap shows where you stand at all times both individually and compared to the highest performers in class. MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. MindTap is mobile. The new MindTap Mobile App provides the mobility and flexibility for you to make any time study time. MindTap helps you stay organized and efficient. MindTap gives you the study tools to master the material.

"I have used Aplia for many years. I believe that the assignments are a very effective learning tool when used correctly." [To enable positive outcomes, I use] anything that encourages [students] to be active learners. I use Aplia for homework and conceptual questions during class to encourage

participation."

Dr. William A. McEachern began teaching large sections of economic principles shortly after joining the University of Connecticut. Several years later he began offering teaching workshops around the country. The University of Connecticut Alumni Association conferred on him its Faculty Excellence in Teaching Award in 2000. He earlier won the Association's award for Distinguished Public Service. Dr. McEachern has published books and monographs on public finance, public policy, and industrial organization, including *MANAGERIAL CONTROL AND PERFORMANCE* (D.C. Heath and Company). His research has also appeared in edited volumes, such as *READINGS IN PUBLIC CHOICE ECONOMICS* (University of Michigan Press), *INTERNATIONAL HANDBOOK ON TEACHING AND LEARNING ECONOMICS* (Edward Elgar Publishing), and *RETHINKING ECONOMIC PRINCIPLES* (Irwin Publishing). He has also published in a variety of refereed journals, including *Economic Inquiry*, *National Tax Journal*, *Quarterly Review of Economic and Business*, *Journal of Industrial Economics*, *Kyklos*, *Econ Journal Watch*, and *Public Choice*. His principles of economics textbooks have been translated into Spanish, Chinese, and Bahasa Indonesia, and have been adapted for Australia and for India. He is the founding editor of *THE TEACHING ECONOMIST*, a newsletter that for a quarter of a century has focused on teaching economics at the college level. Dr. McEachern has advised federal, state, and local governments on policy matters and has been quoted in media such as the *New York Times*, *Times of London*, *Wall Street Journal* USA *Today* and *Reader's Digest*. He, earned an undergraduate degree with honors from College of the Holy Cross, served three years as a U.S. Army officer, and earned an M.A. and Ph.D. in economics from the University of Virginia.

What I needed for my college class.

Really clear and concise textbook. So far, it has proven very useful in my Microeconomics class.

[Download to continue reading...](#)

Workouts in Intermediate Microeconomics: for Intermediate Microeconomics and Intermediate Microeconomics with Calculus, Ninth Edition Loose-leaf Version for Microeconomics: Principles for a Changing World 4E & LaunchPad for Chiang's Microeconomics: Principles for a Changing World 4E (Six Months Access) 5 Steps to a 5: AP Microeconomics, 2018 Edition (5 Steps to a 5 Ap Microeconomics and Macroeconomics) Microeconomics: A Contemporary Introduction The Cartoon Introduction to Economics: Volume One: Microeconomics Metaphysics: A Contemporary

Introduction (Routledge Contemporary Introductions to Philosophy) Principles of Microeconomics, 7th Edition (Mankiw's Principles of Economics) Microeconomics (12th Edition) (Pearson Series in Economics) Principles of Microeconomics (Mankiw's Principles of Economics) Microeconomics (8th Edition) (The Pearson Series in Economics) Microeconomics Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) Microeconomics (6th Edition) Modern Principles: Microeconomics Microeconomics (5th Edition) (The Pearson Series in Economics) Principles of Microeconomics (12th Edition) Principles of Microeconomics (Irwin Economics) Microeconomics: Theory and Applications with Calculus (4th Edition) (The Pearson Series in Economics) Barron's AP Microeconomics/Macroeconomics, 5th Edition Microeconomics (McGraw-Hill Economics)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)