presented in optional chapter appendices: Presentation of policy issues in historical, institutional, social, political, and ethical context—an approach that fosters critical evaluation of the standard microeconomic models, such as welfare analysis, labor markets, and market competition; Issues of human well-being, both domestic and global, are given central importance, enriching the topics and analytical tools to which students are introduced; The theme of sustainability—financial, social, and ecological—is thoroughly integrated in the book, with chapters on alternatives to standard GDP measurement, the environment, common property, public goods, and growth and sustainability in the twenty-first century; Full complement of instructor and student support materials online, including text banks and grading through Canvas.Principles of Microeconomics 2e covers the scope and sequence of most introductory microeconomics courses. The text includes many current examples, which are handled in a politically equitable way. The outcome is a balanced approach to the theory and application of economics concepts. The second edition has been thoroughly revised to increase clarity, update data and current event impacts, and incorporate the feedback from many reviewers and adopters. The text and images in this book are grayscale. The first (previous) edition of Principles of Microeconomics via OpenStax is available via ISBN 9781608902003.Known for clarity, patience, balance and step-by-step presentation of difficult topics, Macroeconomics has defined excellence among textbooks. In the new edition of Macroeconomics, the authors have continued to consolidate material, keeping the text among the shortest available, while focusing on the three primary areas of change: a comprehensive restructuring of the presentation of macroeconomics; internationalization and thorough updating of the presentation; and the addition of new pedagogical features to help students get the most from every chapter.McConnell, Brue, and Flynn’s Economics: Principles, Problems, and Policies is the #1 Principles of Economics textbook in the world. It continues to be innovative while teaching students in a clear, unbiased way. The 15th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economic problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.CD-ROM contains: Self-testing, graphing workshops and CNN video lectures and application.Optimize your outcomes. With McConnell/Brue/Flynn, improving outcomes has never been simpler. If given the chance to work harder or smarter, which would you choose? 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The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economic problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective. The major goals of this revision have been to streamline the text and to present more student oriented examples. We are also providing a new design with enhanced four colour graphics. Much fine tuning and trimming has gone into almost every chapter resulting in a more approachable textbook for your students. Several chapters that are rarely used will now appear on the book’s website. The 8th edition will be much better integrated with the book’s website where students can get additional information and/or current events associated with many major topics in the text. Also, the website will have “Want to see the Math Notes” for those instructors that choose a more sophisticated math treatment of the major topics in both Micro and Macro. Another commitment to Instructor Support will be the annual updating of time sensitive Powerpoint slides.McConnell-Brue’s Economics 15 is the best-selling textbook and has been teaching students in a clear, unbiased way for 40 years. The 14th edition grew market share because of its clear and careful treatment of principles of economics concepts, its balanced coverage, and its patient explanations. More students have learned their principles of Economics from McConnell-Brue than any other text 12 million of them. The 15th edition is a substantial revision that delivers a tighter, modern, Internet-savvy book ok ok. This text is unique in that it offers extensive coverage of the human toll that unemployment causes; emphasis on the basic instability of all macroeconomics and the role of business cycles; and full development of Keynesian models using the work of Wesley Mitchell.