



Loose-Leaf Principles of Microeconomics

Robert Frank, Ben Bernanke, Kate Antonovics, Ori Heffetz

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Authors Bob Frank, Ben Bernanke, and introducing Kate Antonovics from the University of California San Diego and Ori Heffetz from Cornell University, present a *coherent short list of core principles in introductory economics* and reinforce them by illustrating and applying each in numerous contexts. 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.<?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

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