



Microeconomics: Principles, Applications and Tools (Seventh Edition)

By O'sullivan, Stephen J. Perez, Steven M. Sheffrin

Pearson Education, 2012. Softcover. Book Condition: New. 5th or later edition. For Principles of Microeconomics courses.

Questions that drive interest, applications that illustrate concepts, and the tools to test and solidify comprehension.

Students come into their first Economics course thinking they will gain a better understanding of the economy around them.

Unfortunately, they often leave with many unanswered questions. To ensure students actively internalize economics, O'Sullivan/Sheffrin/Perez use chapter-opening questions to spark interest on important economic concepts, applications that vividly illustrate those concepts and chapter-ending tools that test and solidify understanding. Contents PART 1:

Introduction and Key Principles Ch 1: Introduction: What is Economics? Appendix: Using Graphs & Percentages Ch 2: Key Principles of Economics Ch 3: Exchange and Markets Ch 4:

Demand, Supply, and Market Equilibrium Part 2: A Closer Look at Demand and Supply Ch 5: Elasticity: A Measure of Responsiveness Ch 6: Market Efficiency and Government Intervention Ch 7: Consumer Choice Using Utility Theory

Appendix: Consumer Choice with Indifference Curves Part 3:

Market Structures and Pricing Ch 8: Production Technology and Cost Ch 9: Perfect Competition: Short Run and Long Run Ch 10: Monopoly and Price Discrimination Ch 11: Market Entry and Monopolistic Competition Ch 12: Oligopoly and...



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