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PRINCIPLES OF ECONOMICS

McGraw-Hill Companies Using a short list of core principles in-depth, this book presents concepts intuitively through examples drawn from familiar contexts. The authors introduce a short list of core principles and reinforce them by illustrating and applying each in many contexts.

STUDY GUIDE FOR USE WITH PRINCIPLES OF ECONOMICS, FOURTH EDITION [BY] ROBERT H. FRANK, BEN S. BERNANKE

PRINCIPLES OF MACROECONOMICS

McGraw-Hill College

PRINCIPLES OF MICROECONOMICS, BRIEF EDITION

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PRINCIPLES OF MACRO-ECONOMICS

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THE ECONOMIC NATURALIST

WHY ECONOMICS EXPLAINS ALMOST EVERYTHING

Random House Have you ever wondered why there is a light in your fridge but not in your freezer? Or why 24-hour shops bother having locks on their doors? Or why soft drink cans are cylindrical, but milk cartons are square? The answer is simple: economics. For years, economist Robert Frank has been encouraging his students to ask questions about the conundrums and strange occurrences they encounter in everyday life and to try to explain them using economics. Now in this bestselling book, he shares the most intriguing - and bizarre - questions and the economic principles that answer them to reveal why many of the most puzzling parts of everyday life actually make perfect (economic) sense.

LOOSELEAF PRINCIPLES OF MICROECONOMICS + CONNECT ACCESS CARD

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SUCCESS AND LUCK

GOOD FORTUNE AND THE MYTH OF MERITOCRACY

Princeton University Press From New York Times bestselling author and economics columnist Robert Frank, a compelling book that explains why the rich underestimate the importance of luck in their success, why that hurts everyone, and what we can do about it How important is luck in economic success? No question more reliably divides conservatives from liberals. As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also correct to note that countless others have those same qualities yet never earn much. In recent years, social scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine. In Success and Luck, bestselling author and New York Times economics columnist Robert Frank explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success—and why that hurts everyone, even the wealthy. Frank describes how, in a world increasingly dominated by winner-take-all markets, chance opportunities and trivial initial advantages often translate into much larger ones—and enormous income differences—over time; how false beliefs about luck persist, despite compelling evidence against them; and how myths about personal success and luck shape individual and political choices in harmful ways. But, Frank argues, we could decrease the inequality driven by sheer luck by adopting simple, unintrusive policies that would free up trillions of dollars each year—more than enough to fix our crumbling infrastructure, expand healthcare coverage, fight global warming, and reduce poverty, all without requiring painful sacrifices from anyone. If this sounds implausible, you'll be surprised to discover that the solution requires only a few, noncontroversial steps. Compellingly readable, Success and Luck shows how a more accurate understanding of the role of chance in life could lead to better, richer, and fairer economies and societies.

STUDYGUIDE FOR PRINCIPLES OF ECONOMICS BY FRANK, ROBERT, ISBN 9780073402888

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THE DARWIN ECONOMY

LIBERTY, COMPETITION, AND THE COMMON GOOD

Princeton University Press Argues that ecologist Charles Darwin's understanding of competition describes economic reality far more accurately than economist Adam Smith's theories ever did.

MICROECONOMICS AND BEHAVIOR

McGraw-Hill/Irwin Robert Frank's Microeconomics and Behavior covers the essential topics of microeconomics while exploring the relationship between economics analysis and human behavior. The book's clear narrative appeals to students, and its numerous examples help students develop economic intuition. This book introduces modern topics not often found in intermediate textbooks. Its focus throughout is to develop a student's capacity to "think like an economist."

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EBOOK: PRINCIPLES OF ECONOMICS

McGraw Hill With an accessible approach, the third European edition of Principles of Economics provides students with the tools to analyze current economic issues. The book is underpinned by a focus on seven Core Principles, which help students to make the link between economic theory and practice. The 'economic naturalist' approach, supported by exercises, problems and examples, encourages students to employ economics principles to understand and explain the world around them. Developed from the well-regarded US textbook by Frank and Bernanke, it presents an intuitive approach to economics and is suitable for all students taking a Principles of Economics course.

LOOSELEAF PRINCIPLES OF ECONOMICS + CONNECT ACCESS CARD

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PRINCIPLES OF MICROECONOMICS

A STREAMLINED APPROACH

McGraw-Hill Companies "Our fourth streamlined edition arrives in the midst of some of the most dramatic upheavals ever witnessed, both in the economy generally and in higher education in particular. The COVID-19 pandemic has produced levels of unemployment not seen since the Great Depression and has created dramatic changes in the ways we teach across educational institutions at every level. These developments have reinforced our confidence in the instructional philosophy that motivated us to produce our first edition"--

PRINCIPLES OF MICROECONOMICS, BRIEF EDITION WITH CONNECT ACCESS CARD

McGraw-Hill Education

FALLING BEHIND

HOW RISING INEQUALITY HARMS THE MIDDLE CLASS

Univ of California Press With a timely new foreword by Robert Frank, this groundbreaking book explores the very meaning of happiness and prosperity in America today. Although middle-income families don't earn much more than they did several decades ago, they are buying bigger cars, houses, and appliances. To pay for them, they spend more than they earn and carry record levels of debt. Robert Frank explains how increased concentrations of income and wealth at the top of the economic pyramid have set off "expenditure cascades" that raise the cost of achieving many basic goals for the middle class. Writing in lively prose for a general audience, Frank employs up-to-date economic data and examples drawn from everyday life to shed light on reigning models of consumer behavior. He also suggests reforms that could mitigate the costs of inequality. *Falling Behind*

compels us to rethink how and why we live our economic lives the way we do.

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