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Economics: Principles in Action is a multi-dimensional, comprehensive high school economics program designed to help students of all abilities achieve a fundamental understanding of key economic principles and their application in the real world. Twenty key economic concepts - developed by The National Council on Economic Education and outlined in the Voluntary National Content Standards in Economics - are introduced and reinforced throughout the program. At the heart of Economics: Principles in Action is demonstrating the relevance of economics to students' lives. From case studies and

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videos to interactive CD-ROMs, the program clarifies key economic principles and help students understand the connections between those principles and everyday life. Making use of active learning tools such as economic experiments and more, this book aims to get students involved in role-playing, help them apply concepts, and offer reinforcement of the material. It focuses on opportunity cost, the marginal principle, diminishing returns, the principle of voluntary exchange, and the real-nominal principle. For one semester Principles of Economics 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.

These two highly-respected authors have revised this best-selling book to include more current, modern subject matter and events while maintaining those features that have contributed to its great success. It continues to use stories, graphs, and equations and a unified, logical organization to make economic concepts easy-to-understand and relevant to all readers. Users of this book see the connection between growth, trade, comparative advantage, and the production possibilities frontier. When readers

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understand how a simple competitive market system works, they are ready to focus on problems of real-world markets. Currency data has been updated, with coverage of deflation, the effects of the war with Iraq and the war on terrorism, and the wars' impact on the national deficit. A comprehensive overview introducing economics begins the book; subsequent topics include: foundations of microeconomics: consumers and firms; market imperfection and the role of government; concepts and problems in macroeconomics; the goods and money markets; macroeconomic analysis; and the world economy. An excellent desk reference for economists; this book will serve any business owner, as an understanding of basic economics will prove helpful in all ventures.

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Some things about economics.

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