



## The Microeconomic Today

By Bradley R. Schiller

McGraw-Hill Education, 2011. Softcover. Book Condition: New. Brad Schiller`s text, The Macro Economy Today, 11e, is noted for three great strengths: readability, policy orientation, and pedagogy. His accessible writing style engages students and brings some of the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. This strategic choice is highlighted throughout the full range of micro, macro, and international issues. Every chapter ends with a policy issue that emphasizes the markets vs. government dilemma. And Schiller packs his chapters with the facts of economic life?real stories and applications. Contents: Part 1 BASIC CONCEPTS Chapter 1 Economics: The Core Issues Appendix: Using Graphs Chapter 2 The U.S. Economy: A Global View Chapter 3 Supply and Demand Chapter 4 The Public Sector Part 2 PRODUCT MARKETS: THE BASICS Chapter 5 The Demand for Goods Appendix: Indifference Curves Chapter 6: The Costs of Production Part 3 MARKET STRUCTURE Chapter 7 The Competitive Firm Chapter 8 Competitive Markets Chapter 9 Monopoly Chapter 10 Oligopoly Chapter 11 Monopolistic Competition Part 4 REGULATORY ISSUES Chapter 12 (De)Regulation of Business...



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