

Synopsis

Engaging and provocative writing, as well as a knack for revealing the "invisible hand" of economics at work have made Cowen and Tabarrok's *Modern Principles of Economics* a singularly distinctive and effective textbook for the principles course. The thoroughly updated new edition of *Modern Principles* again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life just as the authors do in their wildly successful blog, marginalrevolution.com. Pioneers in teaching economics online, the authors have created a series of videos that are clever, to the point, and will help students better understand key economic concepts. These breakthrough videos are integrated in a dedicated version of Worth's new online course space, LaunchPad. See what's in the LaunchPad

Book Information

Paperback: 474 pages

Publisher: Worth Publishers; 3 edition (December 12, 2014)

Language: English

ISBN-10: 1429278404

ISBN-13: 978-1429278409

Product Dimensions: 8.4 x 0.8 x 10.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

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