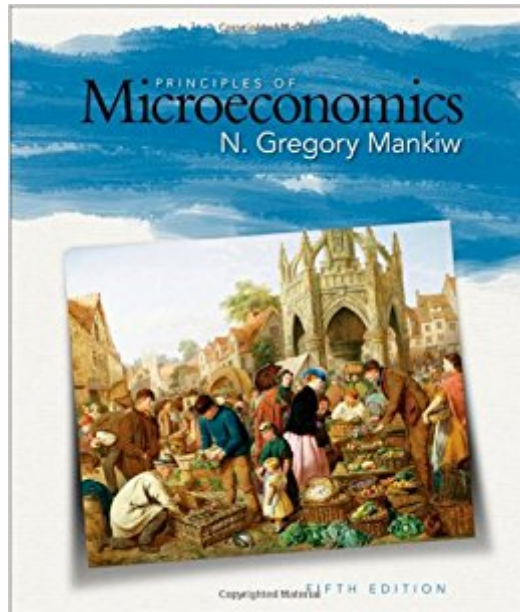




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Synopsis

PRINCIPLES OF MICROECONOMICS continues to be the most popular and widely used text in economics classrooms today. The fifth edition features a strong revision of content in all 36 chapters while maintaining the clear, accessible writing style and precise presentation that are the hallmark of this highly respected author. Dozens of new applications emphasize the real-world relevance of economics for today's students through interesting news articles, realistic case studies, and engaging problems. The new edition also features an expanded instructor's resource package designed to assist in course planning and classroom presentation, as well as full integration of content with Aplia. "I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy."--N. Gregory Mankiw.

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Customer Reviews

N. Gregory Mankiw is Robert M. Beren Professor of Economics at Harvard University. He studied economics at Princeton University and MIT. Dr. Mankiw is a prolific writer and a regular participant in academic and policy debates. His research includes work on price adjustment, consumer behavior, financial markets, monetary and fiscal policy, and economic growth. His published articles have appeared in academic journals, such as the American Economic Review, Journal of Political Economy, and Quarterly Journal of Economics, and in more widely accessible forums, including The New York Times, The Washington Post, The Wall Street Journal, and Fortune. Dr. Mankiw has

been a research associate of the National Bureau of Economic Research, an adviser to the Federal Reserve Bank of Boston and the Congressional Budget Office, and a member of the ETS test development committee for the advanced placement exam in economics. From 2003 to 2005, he served as chairman of the President's Council of Economic Advisers.

Buy an earlier edition! This is literally the same thing as Macro by Mankiw 3rd - 6th edition. Way too expensive.

I needed this for my Microeconomics class, the font was a good size and it was easy to read. The book provides many helpful graphs that make understanding the concepts easier.

I am currently a PhD student in Econ/Operations Research. I read this book (page by page) when I was 17. This (and the principles of Microeconomics also by Mankiw, but they are very similar) is my favorite undergraduate introductory economics textbook. Note that this book will not contain any heavy (or even medium load) math. Its a very elementary book, but it hits the important topics on what the field is all about. In fact, I still keep a copy with me (although I have not opened it in a long time). I would say this book really opened my interest (and perhaps my introductory understanding) to the field of economics. Verdict: Highly recommended buy!

It was a great experience and the delivery was right on time

This is one of the best textbooks I've had the pleasure of reading. The first thing that makes this book good is that the author does not fill the pages with meaningless jargon and unnecessary filler. He often dives right into the topic or sets it up by telling a short story that is relevant to the topic. Any kind of mathy topic is written in an easy to understand step by step process. He also provides graphs on many of these topics so you can clearly see what he is talking about, these graphs are accompanied with a short summary containing the important concepts. The author keeps chapters relatively short, though there are 1 or 2 longer ones towards the end. Chapters only take about 25-35 minutes to read on average. This makes them very tolerable to read and makes it much easier to retain important information. Unlike some textbooks where you spend over an hour on a chapter and then can't remember a thing you read, I actually felt like I learned a lot when I read a chapter in this book. The brevity of the chapters also kept me from occasionally looking to see how many more pages I had to go. I also enjoy the writing style of the author. The lack of jargon kept me

from losing focus midway through a paragraph or forgetting something I just read. Topics tend to flow smoothly between one another and he often includes both sides of the debate on certain topics. He occasionally goes into real life scenarios that allow you to easily see the importance of the issue and the results of various real-life economic policies. Each chapter also usually has 2 or 3 funny comics or captioned pictures throughout them that are relevant to the topic being discussed. This book will clear up any confusion you have on a topic that your professor may not have explained the best. This is one of the few textbooks that I actually enjoyed reading through. I wish every textbook was this well written and informative.

It's the best Microeconomics book I've ever (been forced to) read. I had to take a graduate level course in Microeconomics and this book was tremendously helpful and simplified many complicated topics for someone with little economics background and appeal.

This book was a requirement for my intro level microeconomics course. I would like to be by saying that this book is an incredibly easy read. It isn't extremely boring and dry and it isn't extremely fun with little important information. It contains all of the relevant information. The way the book delivers the information is astounding. You read through a block of text and then the book displays graphical examples with captions below to help interpret the graph. The online homework that I had to do along with the book made retaining the important information extremely easy. Economics comes relatively easy to me, but the addition of this great textbook made getting an A almost too easy. I didn't even show up to lecture about one third of the time because Dr. Mankiw does such a well job of explaining the material. Pros: Easy Read Distilled Useful Information Graphical Representation of Content Cons: Nothing I would highly recommend this textbook. It is probably the most efficient and useful text for learning introductory microeconomics.

I had to use this book for my intro to microeconomics class, and it save my butt several times. To be completely honest I would have failed the class without this book. It is very helpful and colorful, giving quick easy reads to an otherwise horrid topic. The book was written by Gregory Mankiw who has an incredible résumé being a Harvard University professor and an economic adviser to George W. Bush (political bias aside that is impressive). So the author is very good at what he does too. The book goes through everyday scenarios that are very helpful and you can relate to them. Overall this book is current, helpful, easy to read, and you actually understand micro. It is a sure life saver.

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