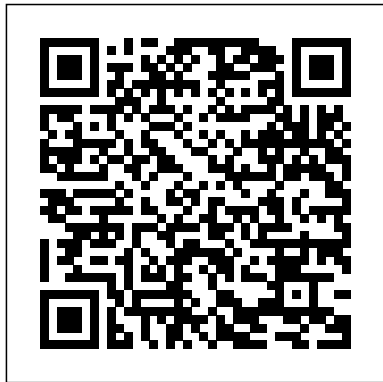

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In a world full of economics blogs, Cowen and Tabarrok 's **Marginal Revolution** (<http://marginalrevolution.com/>) is one of the

Web ' s most popular and respected. The same qualities that make the blog so distinctive are also behind the success of **Modern Principles of Economics**—engaging authors, unbiased presentations of essential ideas, and a knack for revealing the “ invisible hand ” of economics at work. 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. Changes to the second edition include:

- New chapter on Consumer Choice, which uses indifference curves
- New separate chapter on Taxes and Subsidies, with a new introduction and new coverage of wage subsidies
- Coverage of Costs (Ch. 11) and Competition (Ch. 12) split into separate chapters
- New separate chapter on The Economics of Network Goods (Ch. 16), including coverage of contestable markets
- Increased coverage of oligopolies and new coverage of monopolistic competition (Ch. 15, Cartels, Oligopolies, and Monopolistic Competition)
- New coverage of bubbles (Ch. 22, Stock Markets and Personal Finance)

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Microeconomics: Principles and Policy Cengage Learning

Ricky Griffin's **FUNDAMENTALS OF MANAGEMENT, 9th Edition** invites you into the study of management with a dynamic approach organized around the functions of management. You will strengthen your management skills with a proven balance of theory and practice as well as engaging learning features. Student-oriented skill applications and cases keep you focused and actively learning. A variety of exercises equip future managers to handle critical business situations. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Gulati/Mayo/Nohria's *MANAGEMENT*, 1E demonstrates the mutual interconnectivity between three key facets of management: strategic

positioning, organizational design, and individual leadership. The book presents management from a tangible, integrated, and current perspective, teaching you to visualize how strategy informs leadership and how leaders influence strategic positioning and, ultimately, manage performance. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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A unique textual and visual learning system, colorful graphs, and causation chains clarify concepts. The book presents and reinforces core concepts, then gives opportunities to immediately assess your comprehension.

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LOGIC: THE ESSENTIALS concentrates on the fundamentals of introductory logic. Practical in orientation and content, Essentials is loaded with class-tested, proven practice exercises. The book is tailored to address the needs of many of today's instructors who are challenged by time constraints but yet want to instill in their students a solid grasp of basic logical principles and the requisite skill to apply them in everyday life. This new text is based on the classic and bestselling textbook, A Concise Introduction to Logic, and nearly all of the exercises in the correlative chapters, so central to the effectiveness of that text, have been retained to ensure more than enough practice for students to master the central concepts. The text focuses largely on deductive logic, but it contains sufficient treatment of induction to provide a solid footing for

informal fallacies. The result is a contemporary approach--more focused, more practical, less theoretical--built on a tradition of precise, elegant, and clear presentation of the subject matter of logic, both formal and informal. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This market-leading, practical text explores all aspects of human resource management, focusing on today's most critical HR issues and current practices. The book's engaging writing style and strong visual design use more than 500 memorable examples from actual organizations to illustrate key points and connect concepts to current HR practice. Fresh examples spotlight the latest developments and critical trends, while hands-on applications focus on practical tips and suggestions for success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Microeconomics Cengage Learning
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with greater comprehension. Important Notice:
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