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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.

**Principles, Applications, and Tools by
Arthur O'Sullivan, Steven M. Sheffrin, Steve
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O'Sullivan/Sheffrin makes use of Active
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Principles of Economics: 1) Opportunity Cost,
2) The Marginal Principle (comparing
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Diminishing Returns, 4) The Spillover
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