

1: Pearson - Macroeconomics, 6/E - R. Glenn Hubbard & Anthony Patrick O'Brien

of results for "microeconomics hubbard o'brien" Microeconomics (6th Edition) Jan 29, by R. Glenn Hubbard and Anthony Patrick O'Brien. Paperback.

Real-world business chapter-opening cases have been updated with new companies or the latest information. Economics in Your Life feature in each chapter opener helps students relate to the material. Students are prompted to think about questions posed in this feature as they work through the chapter. At the end of the chapter, the authors provide answers to these questions. An Inside Look feature at the end of chapters helps students apply economic thinking to current events and policy debates, and have all been updated for the sixth edition. These features consist of newspaper articles that illustrate how key principles have been used by the company featured in the chapter-opening case to make a business decision. The authors provide an analysis of the article, corresponding graphs, and Thinking Critically exercises. Additional articles and analysis are updated weekly on MyEconLab. End-of-chapter problems have been either replaced or updated and some include graphs for students to analyze. Content Changes by Chapter Chapter 1: New discussion of whether smart devices will revolutionize health care, along with analysis of how Google is adding to its growing list of technological innovations by partnering with Swiss pharmaceutical company Novartis to develop smart contact lenses to help patients manage diabetes, have been added. A new Solved Problem examines how managers at medical technology firm OraSure use marginal analysis to make an advertising decision. A new Making the Connection examines how opportunity costs can help us understand why many students have stopped attending college football games. New discussion of the manufacturing decisions managers at Tesla Motors face, has been added. An Inside Look discusses the resources Apple has assembled to meet an aggressive plan to develop and produce an electric vehicle as early as New discussion of the market for smartwatches is included. An Inside Look examines how the Apple smartwatch is inspiring the development of other wearable devices. Three new Making the Connections: An updated discussion of how Airbnb and the sharing economy affects rent control policy in San Francisco is included. An Inside Look examines why government officials in Malibu, California imposed a tax on short-term rentals of apartments booked through Airbnb. A new Making the Connection looks at why investors expect Uber to be very profitable. A new Making the Connection uses the frequent conflicts between passengers over reclining airline seats to illustrate property rights. Now has a revised and updated discussion of the price elasticity of gasoline. A new Making the Connection discusses why Amazon cares about price elasticity. A new Solved Problem shows students how to use the demand and supply model to explain changes in health care spending. A new Making the Connection discusses the increasing importance of health care in the U. New discussion of Twitter and the benefits and costs of becoming a publicly owned firm, has been added. A new Solved Problem analyzes why Warren Buffett likes mutual funds, while another discusses whether Dodd-Frank will improve corporate governance. Two new Making the Connections: Updated discussion of a failed pricing strategy at J. A new Making the Connection examines whether Uber is price gouging by charging more when demand for rides is high. New discussion of MOOCs massive open online courses has been added. A new Making the Connection explains how UPS adopted new technology to deliver more packages with the same number of workers and planes. A new Solved Problem discusses how firms respond to differences in input price ratios. Now includes discussion on cage-free eggs. A new Solved Problem examines when managers should shut down an oil well. Now examines Apple, Spotify, and the music streaming revolution. A new Making the Connection illustrates how clothing manufacturers can segment their sales by using outlet stores. Discussion of how Rio Tinto Mines has used robots to replace some workers has been added. Updated coverage of the debate about tax policy among the presidential candidates is included. A new Solved Problem about income mobility has been added. Now includes a new subsection on policies to reduce income inequality. A Real-world Approach to Microeconomics Introductory chapters provide students with a solid foundation in the basics, including marginal analysis and economic efficiency. In Chapter 4, the concepts of consumer and producer surplus are used to measure the economic effects of price ceilings and price floors as they relate to the familiar examples

of rental properties and minimum wage. In Chapter 8, students get a basic understanding of how firms are organized and how to raise funds and provide information to investors. How entrepreneurs can meet consumer wants and efficiently organize production in a market system is also covered. Early coverage of policy issues is included, such as: Health care policy Chapters 1 and 7 Rent control and the minimum wage Chapter 4 Air pollution, global warming, and public goods Chapter 5 Government policy toward illegal drugs Chapter 6 Complete coverage of monopolistic competition is included. A full chapter Chapter 13 is devoted to monopolistic competition prior to covering oligopoly and monopoly in Chapters 14 and It is also located directly after perfect competition Chapter 12 , allowing for early discussion of topics such as brand management and sources of competitive success, so that instructors can cover this important topic without loss of continuity. The monopolistic competition model introduces the downward-sloping demand curve material usually introduced in a monopoly chapter, helping students grasp the important point that nearly all firmsâ€™not just monopoliesâ€™face downward-sloping demand curves. Extensive, realistic game theory coverage in Chapter 14 analyzes competition among oligopolists including Apple, Amazon, Dell, Spotify, and Walmart , helping students to understand how companies with market power make strategic decisions in many competitive situations. Unique coverage of pricing strategy in Chapter 16 explores how firms use pricing strategies to increase profits. Students encounter pricing strategies everywhere and relevant, familiar examples are used to illustrate how companies use strategies such as price discrimination, cost-plus pricing, and two-part tariffs. Foster Thorough Understanding via a Flexible, Student-focused Approach An accessible writing style brings concepts to life. Each solved problem includes a problem statement, delineated steps to solve the problem, a graph, and a Your Turn feature that directs students to related end-of-chapter problems for immediate practice. This keeps students focused on the main ideas of each chapter, and prevents them from getting bogged down due to a lack of basic math or word-problem skills. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Approximately two- or three-minutes in length, each video depicts author Glenn Hubbard explaining the key point of the Making the Connection feature and includes engaging visuals, such as new photos or graphs, that are not included in the main book. These videos summarize key content and bring applications of concepts to life. Animated graphs in MyEconLab accompany the numbered figures in the text, helping students better understand how to analyze and work with graphs. More dynamic than graphs on a printed page, they help students understand shifts in curves, movements along curves, and changes in equilibrium values. Interactive Solved Problems serve as models of how to solve economic problems by breaking them down step-by-step. Each of the Solved Problems in the text is accompanied by a similar problem in MyEconLab, so students can practice and build their problem-solving skills. These interactive tutorials help students learn to think like economists and apply basic problem-solving skills to homework, quizzes, and exams. The goal is for students to build skills they can use to analyze real-world economic issues they hear and read about in the news. Many are algorithmically generated to give students unlimited opportunity for practice and mastery, and offer helpful feedback when students enter incorrect answers. Questions include various learning aids like guided solutions and other multimedia assets for extra help at point-of-use. Every week, current Microeconomic news stories, with accompanying exercises, are posted to MyEconLab. Assignable and auto-graded, these multi-part exercises ask students to recognize and apply economic concepts to real-world events. Experiments are a fun and engaging way to promote active learning and mastery of important economic concepts. Single-player experiments allow your students to play against virtual players from anywhere at any time so long as they have an Internet connection. Multiplayer experiments allow you to assign and manage a real-time experiment with your class. Pre- and post-questions for each experiment are available for assignment in MyEconLab. Digital Interactives are designed to change how students learn core economic concepts. Organized in progressive levels, each focusing on a core learning outcome, Digital Interactives immerse students in a fundamental economic principle, helping them to learn actively. They can be used as a lecture tool or assigned with assessment questions for grading. Digital Interactives are designed for use in traditional, online, and hybrid courses, and many incorporate real-time data, as well as data display and analysis tools. Each of these

is available for classroom presentation and also in an assignable mode. Generate class discussion, guide your lecture, and promote peer-to-peer learning with real-time analytics. Pose a variety of questions that help your students develop critical thinking skills Monitor responses to find out where students are struggling Use real-time data to adjust your instructional strategy and try other ways of engaging your students during class Manage student interactions by automatically grouping students for discussion, teamwork, and peer-to-peer learning Enhanced eText. Engagement in lecture is essential to student success, and continuing that engagement outside of class is just as critical. MyEconLab with Enhanced eText keeps students engaged in learning on their own time, while helping them achieve greater conceptual understanding of course material. The results of all exercises feed into the MyEconLab Study Plan, powered by Knewton, which provides an exceptional adaptive learning experience for each individual student. Combining resources that illuminate content with accessible self-assessment, MyEconLab with Enhanced eText provides students with a complete digital learning experienceâ€”all in one place. Key Terms Quiz links provide opportunities for students to check their knowledge of the definitions and uses of key terms. Not every student learns the same way and at the same rate. And now, thanks to advances in adaptive learning technology, you no longer have to teach as if they do. Adaptive Study Plan Powered by Knewton. If a student is struggling with mastering critical Economic concepts, the Adaptive Study Plan will provide customized remediation activitiesâ€”based on personal proficiencies, number of attempts, or difficulty of questionsâ€”to get the student back on track. To see how the Adaptive Study Plan works, visit: Questions repeat until the student can answer them all correctly and confidently. Once completed, Dynamic Study Modules explain the concept using materials from the text. These are available as graded assignments prior to class, and accessible on smartphones, tablets, and computers. View, analyze, and report learning outcomes clearly and easily, and get the information you need to keep your students on track throughout the course, with the new Reporting Dashboard. Available via the Gradebook and fully mobile-ready, the Reporting Dashboard presents student performance data at the class, section, and program levels in an accessible, visual manner. Students can also continue to upload images such as phone-photos of handwritten work. Students and instructors will be able to access multimedia resources and complete assessments right at their fingertips, on any mobile device. Works on mobile devices and tablets, as well as laptop and desktop computers Fresh and intuitive design Compatible with browser-based magnification settings About the Book Show Students How Economics is Relevant Real-world business chapter-opening cases have been updated with new companies or the latest information.

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business cycle peak. There is new discussion of the banking crisis in Greece. A new Making the Connection on peer-to-peer lending has been added. Includes material on the connection between monetary policy and borrowers in Europe paying negative nominal interest rates on bank loans. Two new Making the Connections examine the connection between central bank policies of quantitative easing and negative interest rates, and why the Federal Reserve usually ignores fluctuations in food and energy prices. New discussion of the effects of federal government spending to rebuild a highway leading to the Golden Gate Bridge has been added. A new Making the Connection discusses whether macroeconomic policy is too dependent on the Federal Reserve. A new Solved Problem analyzes the effects of the Greek government attempting to balance its budget during a recession. Examines why a company like Goodyear is concerned about monetary policy. A new Making the Connection looks at whether it is important for the Fed to provide the public with accurate guidance on the future of monetary policy. A new final section covers the debate over the future of the Fed. A new Making the Connection examines whether a strong dollar is a good for the U. A new Solved Problem analyzes how Subaru is affected by fluctuations in the value of the yen. There is new discussion about how Bayer deals with fluctuating exchange rates. Understand Basic Macroeconomic Issues Broad discussion of macro statistics in Chapters 8 and 9 helps clarify some of the policy issues encountered in later chapters, including the important differences between the payroll survey and the household survey for understanding conditions in the labor market; and the employment-population ratio, which is not covered in some other books but which many economists regard as a key measure of labor market performance. Early coverage of long-run topics is included as it is important that students understand business cycles to interpret economic events; this material is often discussed only briefly or omitted entirely in other books. As some instructors prefer to have a short-run orientation to their macro courses, with a strong emphasis on policy, Chapter 10 has been structured so that its discussion of long-run growth is sufficient for educators who want to move quickly to short-run analysis. Chapter 11 uses a simple neoclassical growth model to explain important growth issues, such as the decline of the Soviet economy, the long-run prospects for growth in China, the implications of the slowdown in productivity growth for the U. Extensive coverage of monetary policy is included in Chapters 15 and Coverage of both the demand-side and supply-side effects of fiscal policy is included in Chapter The text distinguishes between automatic stabilizers and discretionary fiscal policy, and also provides significant coverage of the supply-side effects of fiscal policy. Discussions of monetary and fiscal policy in Chapters 15 and 16 use only the AD-AS model, making it possible to omit Chapter Extensive international coverage is included throughout the text. Chapters 9, 29, and 30 give students a good understanding of international trading and financial systems, which is essential to understanding the macroeconomy and satisfying their curiosity about the economic world around them. Additionally, international comparisons are weaved into the narratives of several other chapters, including discussion of labor market policies in Chapter 28 and central banking in Chapter Flexible chapter organization satisfies a variety of approaches to teaching principles of macroeconomics. Discussion of long-run economic growth in Chapter 10 makes it possible for instructors to omit the more thorough discussion of these issues in Chapter While two chapters are devoted to monetary policy, the first of these—Chapter 15—is a self-contained discussion, so instructors may safely omit the material in Chapter 17 if they so choose. Finally, instructors may choose to omit all three of the international chapters 7, 18, and 19, and cover just Chapter 7 on international trade, or cover just Chapter 18, or cover Chapters 18 and 19 while omitting Chapter 7. A flexibility chart is provided to help select the chapters and order best suited to your classroom needs. Foster Thorough Understanding via a Flexible, Student-focused Approach An accessible writing style brings concepts to life. Each solved problem includes a problem statement, delineated steps to solve the problem, a graph, and a Your Turn feature that directs students to related end-of-chapter problems for immediate practice. This keeps students focused on the main ideas of each chapter, and prevents them from getting bogged down due to a lack of basic math or word-problem skills. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Approximately two- or three-minutes in length, each video depicts author Glenn Hubbard explaining the key point of the Making the Connection feature and includes engaging visuals, such as new photos or graphs, that

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3: Microeconomics, 6th Edition

Demand is elastic when the percentage change in quantity demanded is greater than the percentage change in price, so the price elasticity is greater than 1 in absolute value.

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Tony O'Brien, award-winning professor and researcher. O'Brien is a professor of economics at Lehigh University. O'Brien is a professor of economics at Lehigh University. He received his PhD from the University of California, Berkeley, in

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