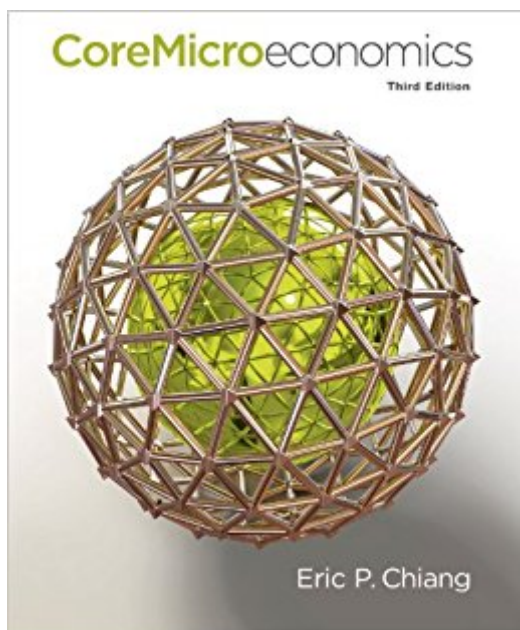


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# CoreMicroeconomics



## Synopsis

With this new edition, Eric Chiang transforms CoreMicroeconomics into a text/media resource well attuned to today's students. Long active in the economics education community, Chiang brings a contemporary teacher's perspective to the book, supporting a variety of learning approaches by introducing modern topics, new pedagogy, a more visual presentation, and well-integrated media tools. All this while maintaining the book's defining focus on just those topics instructors cover most often in the course. See [what's in the LaunchPad](#)

## Book Information

Paperback: 512 pages

Publisher: Worth Publishers; 3 edition (October 25, 2013)

Language: English

ISBN-10: 1429278471

ISBN-13: 978-1429278478

Product Dimensions: 8.4 x 1 x 11 inches

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

Average Customer Review: 4.0 out of 5 stars 25 customer reviews

Best Sellers Rank: #37,605 in Books (See Top 100 in Books) #81 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#) #89 in [Books > Business & Money > Economics > Microeconomics](#)

## Customer Reviews

Eric Chiang received his Bachelor's degree in Economics at the University of Nevada Las Vegas, and his Masters and Doctorate in Economics at the University of Florida. His first academic position was at New Mexico State University. Currently, Eric is Associate Professor and Graduate Director in the Economics Department at Florida Atlantic University. Eric also serves as the Director of Instructional Technology for the College of Business. In 2009, Eric was recipient of FAU's highest teaching award, the Distinguished Teacher of the Year. He received the Stewart Distinguished Professorship awarded by the College of Business among numerous other teaching awards. He has published 25 articles in peer-reviewed journals on a range of subjects including technology spillovers, intellectual property rights, telecommunications, and health care. His research has appeared in leading journals including the Review of Economics and Statistics, the Journal of Technology Transfer, and the Southern Economic Journal. He has presented at major conferences including the AEA Conference on Teaching, EEA, WEAI, SEA, and NBER meetings, as well as at

universities across the country and world. As an instructor who teaches both face-to-face and online courses, Eric uses a variety of technological tools including clickers, text-response systems, and homework management systems to complement his active learning style lectures. As an administrator in the College of Business, Eric's role as Director of Instructional Technology involves assisting instructors with effectively implementing classroom technologies. In this position, Eric also ensures that the quality of online courses meets accreditation standards including those set by AACSB. In addition to his dedication to teaching economic principles and his administrative duties, Eric devotes time to new research in economic education. His current research agenda focuses on the effects of online versus face-to-face courses and the power of visual learning. The third edition of CoreEconomics embodies Eric's devotion to economic education and the benefits from adapting to the new, often creative ways in which students learn and instructors teach. In his spare time, Eric enjoys studying cultures and languages, and travels frequently, even if only for a brief stay to keep costs low. He has visited all 50 U.S. states and over 70 countries, and enjoys long jogs and walks when he travels in order to experience local life to the fullest."

It was exactly what I needed and it did the trick... came MUCH LATER than expected (hense 4 stars) but easy to send back

Good company but boring book ;)

It's a pretty good book information wise, a bit dense on information at some points and likes to use shorthand a lot once topics are introduced. But it's college so it's a pretty good book.

Good for what it is, a textbook. Showed up on time and in good condition. I recommend going this route if you need this textbook.

Amazing !

This book was a big help for me passing my class. Came on time.

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Did the trick.

My teacher pointed out multiple flaws in graphs and facts.

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CoreMicroeconomics

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