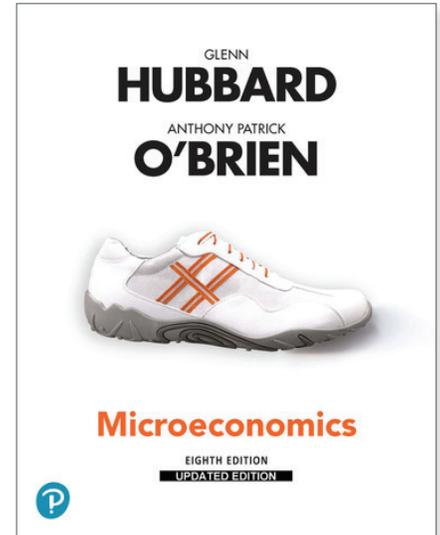


# Microeconomics, 8th Edition

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*Microeconomics* makes economic principles relevant by demonstrating how real businesses use them to make decisions every day. For instructors, it eases the challenge of conveying how these principles directly impact students' lives.

The **8th Edition** exemplifies recent developments in US and world economies through new real-world business and policy examples. No matter their career path, students will benefit from grasping the economic forces behind their work.



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## New and updated features

- » **Examples and policy discussions** examine the longest economic expansion in the history of the US economy, the 1st significant international trade war since the 1930s, and record peacetime federal budget deficits.
- » **Chapter-Opening Cases** illustrate how the economic concepts presented in the text impact real-life businesses, such as Nike, Apple and Lyft.
- » **An Inside Look boxes** use news articles to teach students how to apply economic thinking to current events and policy debates.
- » **27 new and 73 revised Apply the Concepts features** reinforce key concepts and help students interpret the news. Several discuss the COVID-19 pandemic, health care, and trade.
- » **End-of-Chapter Questions, Problems and Critical-Thinking Exercises** help students build skills in analyzing info and applying reasoning and logic to new or unfamiliar ideas and situations.
- » **7 new Solved Problems** show students how to solve an economic problem by breaking it down step by step.

## Hallmark features

- » **Real-world business examples and applications** help students become educated consumers, voters and citizens.
- » **Economics in Your Life & Career boxes** ask students to consider questions related to their lives and careers, adding a personal dimension to the material.
- » **Don't Let This Happen to You boxes** alert students to common pitfalls seen throughout the chapters.
- » **Real-Time Data exercises** help familiarize students with the Federal Reserve Bank of St. Louis' FRED™ site and build skills in data interpretation.
- » **Concept Check questions** encourage students to stop and check their understanding of fundamental concepts before moving to the next section.