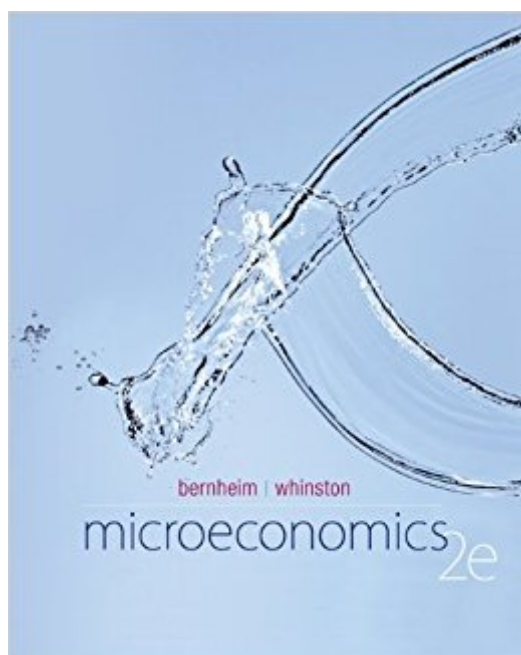


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# Microeconomics (McGraw-Hill Economics)



## Synopsis

Bernheim and Whinston's Microeconomics 2nd edition is uniquely designed to appeal to a variety of student learning styles. The content focuses on core principles of the intermediate microeconomics course: individuals and firms making decisions, competitive markets, and market failures, and is delivered in a combination of print, digital, and mobile formats appropriate for today's learner. McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master core concepts in each chapter. Scan codes within the chapters give students mobile access to online resources including videos on how to solve In-Text Exercises. Extensive end-of-chapter material provides flexible options for both calculus and algebra-based courses. Bernheim and Whinston's completely integrated and accessible learning experience teaches students to apply and engage with a wide range of quantitative problems for more success in the intermediate microeconomics course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

## Book Information

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## Customer Reviews

Michael D. Whinston is the Robert E. and Emily H. King Professor of Business Institutions in the Department of Economics at Northwestern University. He also holds appointments at Northwestern's School of Law and its Kellogg Graduate School of Management. Whinston

received his B.S. and M.B.A. from the Wharton School at the University of Pennsylvania and his Ph.D. from M.I.T. He taught at Harvard from 1984 to 1997 before moving to Northwestern. His research has covered a variety of topics in microeconomics, including game theory, the design of contracts and organizations, firm behaviour in oligopolistic markets, antitrust, and law and economics. He has also conducted empirical research on the airline and pharmaceutical industries, and served as a consultant for private parties, the government, and the courts in various antitrust cases. Whinston is a co-author of the leading graduate textbook in microeconomics, *Microeconomic Theory* (Oxford University Press, 1995), and is also the author of *Lectures on Antitrust Economics* (MIT Press, 2006). He and Bernheim have collaborated since 1983, and are excited about this opportunity to produce an innovative new microeconomics text for undergraduates.

B. Douglas Bernheim graduated with an A.B. in Economics from Harvard University, summa cum laude and Phi Beta Kappa, in 1979. He entered graduate study at M.I.T. under a National Science Foundation Graduate Fellowship and completed his Ph.D. three years later. He began his academic career at Stanford University and taught there from 1982 to 1987. He left Stanford in 1988 to assume an endowed chair in the Department of Finance at Northwestern University's J.L. Kellogg Graduate School of Management. In 1990 he moved to Princeton University, where he held an endowed chair in the Department of Economics and also served as the co-director of the Center for Economic Policy Studies. He returned to Stanford in 1994 and is now the Edward Ames Edmonds Professor of Economics. Professor Bernheim's work has spanned a number of fields, including public economics, political economy, game theory, contract theory, behavioural economics, industrial organization, and financial economics. He is a research associate of the National Bureau of Economic Research, a Senior Fellow of the Stanford Institute for Economic Policy Research (SIEPR), and co-director of SIEPR's Tax and Budget Policy Program. He is also a former director of the Stanford Institute for Theoretical Economics and co-editor of the *American Economic Review*. Professor Bernheim's teaching has included principles of economics, intermediate microeconomics, public economics, microeconomic theory, industrial organization, behavioural economics, and insurance and risk management.

I hate microeconomics, but this textbook is great. A lot of real-world examples and online tools.

This book seeks to distinguish itself in a manner that does not benefit anyone aiming to learn from it. I do not recommend this book in the least.<sup>1</sup> In its effort to be different, it has managed to butcher the ideal learning sequence. It was a horrendous decision to organize the chapters the way they

did. The concepts that should have been grouped together are scattered throughout the book in a haphazard manner. It requires one to reference sections of very many different chapters to fully understand a concept.<sup>2</sup> It seeks to give age-old economic terms a new twist by renaming them. This gives rise to extreme frustration since it confuses one and does not tie in with previous or future learnings within the subject of economics.<sup>3</sup> The graphs/charts are not always properly referenced or explained. An example to illustrate a concept sometimes uses a graph from many pages before it, and unless one has read the chapter from the start, one will not be able to understand what is going on. It is therefore a grossly difficult book to use unless you are dedicated to reading every single page.

the book is in great condition. doesn't have an access card so people looking for a textbook with it shouldn't get this.

Great and informative book!

I can't say I learned much from this book or the class I took with it.

Horrible to read. This book is difficult to understand and the problems are confusing. I am pretty comfortable with Microeconomics, but this book is not clear at all. Wouldn't recommend, if you have an option!

Bought this for my Intermediate Microeconomics class and didn't use it once.

The book was in perfect condition(New). Shipping was as described. Love it!

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