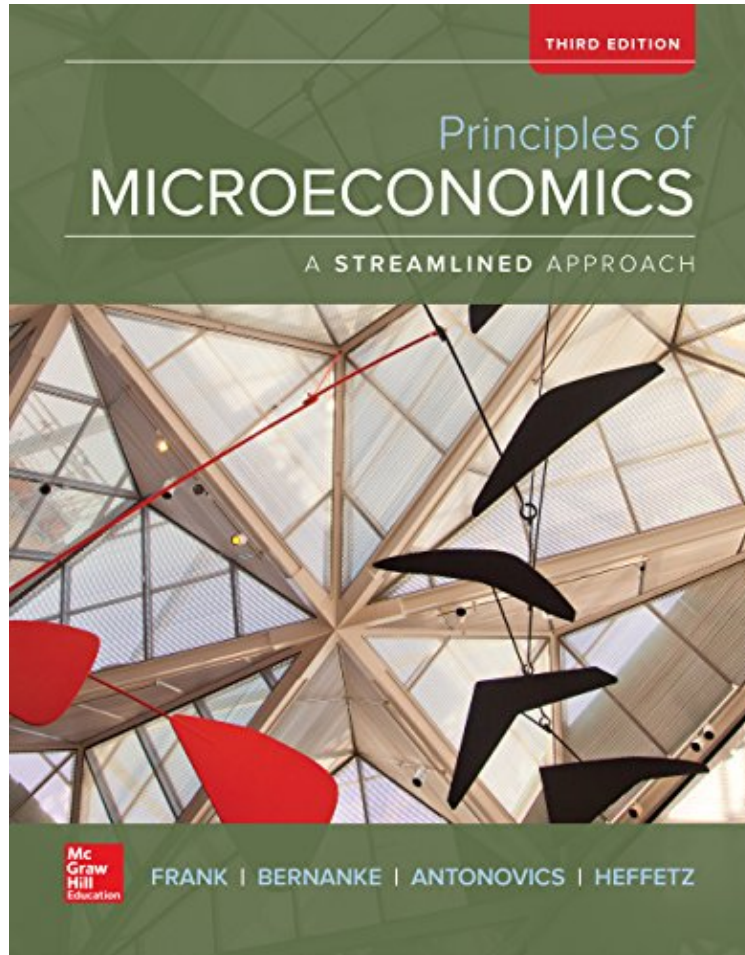


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Principles of Microeconomics, Brief Edition (Irwin Economics)

Robert Frank

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Authors Bob Frank Ben Bernanke and introducing Kate Antonovics from the University of California San Diego and Ori Heffetz from Cornell University present a streamlined offer of core concepts in introductory economics and reinforce them by illustrating and applying each in numerous contexts. With engaging questions explanations and exercises the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process the authors encourage students to become "economic naturalists"; people who employ basic economic principles to understand and explain what they observe in the world around them. 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.

About the Author Robert H. Frank received his M.A. in statistics from the University of California at Berkeley in 1971, and his Ph.D. in economics in 1972, also from U.C. Berkeley. He is the Goldwin Smith Professor of Economics at Cornell University, where he has taught since 1972 and where he currently holds a joint appointment in the department of economics and the Johnson Graduate School of Management. He has published on a variety of subjects, including price and wage discrimination, public utility pricing, the measurement of unemployment spell lengths, and the distributional consequences of direct foreign investment. For the past several years, his research has focused on rivalry and cooperation in economic and social behaviour.

Ben S. Bernanke received his B.A. in economics from Harvard University in 1975 and his Ph.D. in economics from MIT in 1979. He taught at the Stanford Graduate School of Business from 1979 to 1985 and moved to Princeton University in 1985, where he is the Howard Harrison and Gabrielle Snyder Beck Professor of Economics and Public Affairs, and where he is currently Chairman of the Economics Department. He has consulted for the Board of Governors of the European Central Bank and other central banks, and he serves on a U.S. State Department Committee that advises the Israeli government on economic policy. He is a Fellow of the Econometrics Society and a Research Associate for the National Bureau of Economic Research. He has been a visiting scholar at the Federal Reserve System in Boston, Philadelphia, and New York, and he is currently an advisor to the Federal Reserve Bank of New York. Professor Bernanke's intermediate textbook, with Andrew Abel, *Macroeconomics*, Third Edition (Addison-Wesley, 1998) is a best seller in its field.

Lars Osberg is currently the McCulloch Professor of Economics at Dalhousie University. He was born and raised in Ottawa, Ontario. As an undergraduate, he attended Queen's University, Kingston and the London School of Economics and Political Science, graduating from Queen's in 1968. From 1968 to 1970 he served as a CUSO volunteer, working primarily with the Tanzania Sisal Corporation in Tanga, Tanzania. He received his Ph.D. in Economics from Yale University in 1975. His first book was *Economic Inequality in Canada* (1981), which has been followed by nine others, most recently *The Unemployment Crisis: All for Naught* (1996) (with B. MacLean), *Hard Money, Hard Times* (1998) (with P. Fortin) and *The Economic Implications of Social Cohesion* (Editor) 2003. He is also the author of numerous refereed articles, book chapters, reviews, reports and miscellaneous publications. His major fields of research interest have been the measurement and determinants of poverty and economic well being, with particular emphasis in recent years on social policy and the implications of changing patterns of working time. Among other professional responsibilities, he was President of the Canadian Economics Association in 1999/2000 and is now Editor for the *Journal of Income and Wealth*.

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