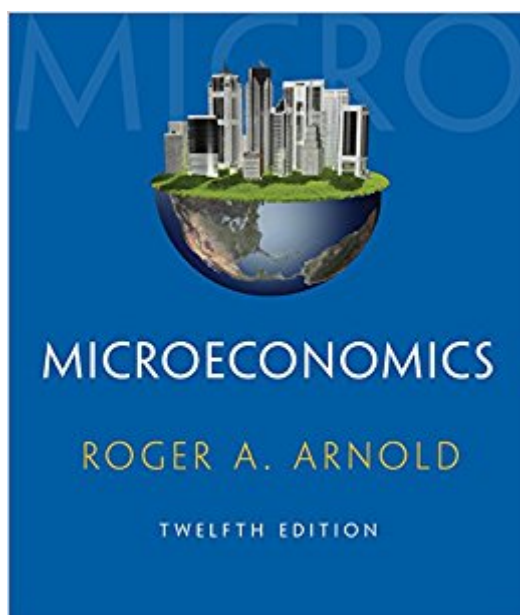


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# Microeconomics (with Digital Assets, 2 Terms (12 Months) Printed Access Card)



## Synopsis

Ever wonder why you have the number of friends that you do? Would a tax on soda really reduce obesity? What is going on with the financial problems in Greece? Is a tax rebate better than a tax bonus? MICROECONOMICS, 12E answers these questions and many more as this book opens up the world of economic analysis. This edition offers more detailed coverage of the financial and economic crisis than any other microeconomics book of its kind on the market. Memorable examples from pop culture illustrate the unexpected places microeconomics occur and show how economic forces link to every day events. This edition offers complete video assets ideal for self-study. "Video Office Hours" digital lectures walk you through worked problems, while brief "Working with Diagrams" videos demonstrate key concepts in graphing that you can play and replay. A new Adaptive Test Prep Tool available on MindTap™ enables you to assess your personal economic understanding. Powerful digital resources, including Aplia™ and MindTap™, work with the book's latest content to reflect today's changing economy and equip you with a thorough understanding of contemporary microeconomics.

## Book Information

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Dr. Roger A. Arnold is Professor of Economics at California State University San Marcos, where his

fields of specialization include general microeconomic theory and monetary theory. A widely respected authority on economic issues, Dr. Arnold is a regularly featured expert on talk radio discussing the state of the economy. He is also a proven author who has published numerous academic articles, hundreds of newspaper columns, as well as the popular *ECONOMICS: NEW WAYS OF THINKING* and principles of economics supplemental text, *HOW TO THINK LIKE AN ECONOMIST*. Dr. Arnold earned a B.S. in Economics from the University of Birmingham in England and received his M.A. and his Ph.D. degrees from Virginia Tech.

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