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McConnell, Brue and Flynn's Economics: Brief Edition, 3e comes from the same author team as the market-leading Principles of Economics textbook. Economics: Brief Edition tailors the core concepts from proven leader Economics, 21st edition to create a concise introduction to the course that is distinct in purpose, style, and coverage. Like the 21st edition, Economics: Brief Edition, 3e continues to be innovative while teaching students in a clear, unbiased way. Content and pedagogy have 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alterna-

tives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Connect Economics- McConnell Brief 3e also brings a robust set of digital tools to engage today's students. From SmartBook to videos and interactive graphs, students have the tools to learn economics principles and apply how it relates to their everyday lives.

NASTA compliant For use in Advanced Placement courses Campbell R McConnell, University of Nebraska-Lincoln Stanley L Brue, PACIFIC LUTHERAN UNIVERSITY McConnell and Brue's Economics: Principles,

Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership with three main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. AP Correlation for McConnell's Economics ©2008 17th Edition Visit the Online Learning Center at [www.mcconnell17.com](http://www.mcconnell17.com)

McConnell, Brue and Flynn's Economics: Brief Edition, 2e comes from the same author team as the market-leading Principles of Economics textbook. Economics: Brief Edition tailors the core concepts from proven leader Economics, 19th edition to create a concise introduction to the course that is distinct in purpose, style, and coverage. Like the 19th edition, Economics: Brief Edition, 2e continues to be innovative while teaching students in a clear, unbiased way. Content and pedagogy have 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. 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.

McConnell, Brue, and Flynn's Economics:

Principles, Problems, and Policies is the #1 Principles of Economics textbook in the world. It continues to be innovative while teaching students in a clear, unbiased way. The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. 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.

McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students alike. Known for versatility, comprehensiveness, and persistent innovation, it has remained one of the most trusted and reliable choices for principles of economics courses. The 21st edition continues to benefit from author

Sean Flynn's influence with new discussion on strategic behavior, game theory, unconventional monetary policy and interest rate normalization. A robust set of content designed to facilitate classroom engagement through peer instruction has been developed to align with the learning objectives in the text. New innovations like interactive graphs and videos combine with Smartbook's adaptive reading experience and even more algorithmic and graphing assessment content in Connect to help students success in the course. McConnell/Brue/Flynn is expertly tailored to support a variety of course formats, institutions, and students. Its depth of content and breath of resources continue to be unparalleled in the introductory market.

Optimize your outcomes. With McConnell/Brue/Flynn, improving outcomes has never been simpler. If given the chance to work harder or smarter, which would you choose? This product's modern approach makes learning and applying economics easier for instructors and students alike. From real-life examples to cutting-edge learning resources, McConnell offers a student-centered learning environment that presents the subject matter in new and en-

gaging ways. For instructors, a fully supportive teaching package does the heavy lifting so you can focus on what you love.

McConnell, Brue, and Flynn's *Macroeconomics, Brief Edition* comes from the same author team as the market-leading *Principles of Macroeconomics* textbook. It continues to be innovative while teaching students in a clear, unbiased way. Like the 18th edition, *Macroeconomics, Brief Edition* has 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Although the *Brief Edition* is a derivative of *Macroeconomics 18e*, is not a cut-and-paste book that simply eliminates several chapters of *Macroeconomics 18e* and reorders and rennumbers the retained content. Instead, *Macroeconomics, Brief Edition* is a very concise, highly integrated economics textbook that is distinct in purpose, style, and coverage from *Macroeconomics*

18e.

**COURSE A** one-semester *Principles of Microeconomics* course. Found either as the first course in *Economics* at the undergraduate level or at the MBA level. *McConnell/Brue/Flynn* is the market-leading text and should be comped to any mid-level school that is searching for a well-balanced, neutral text; it is an excellent committee book. **OVERVIEW** *McConnell, Brue, and Flynn's Microeconomics: Principles, Problems, and Policies* is the #1 *Principles of Economics* textbook in the world. It continues to be innovative while teaching students in a clear, unbiased way. The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. **GLOBAL EDITION** Reorganized chapters to move international economics topics closer to the front of the book, including adding a web chapter into

the physical textbook. Globally-focused data throughout the text and figures to illustrate issues such as emigrant remittances, agricultural subsidies, global union density, and international mergers. Updated discussion of exchange rates to focus on the euro and euro-area countries. Revised end-of-chapter material highlighting Asian, African, Central American, and European examples. **Special Global Edition of Connect Plus**, McGraw-Hill's web-based assignment and assessment platform with eBook access, which helps students learn faster, study more efficiently and retain more knowledge.

*McConnell, Brue and Flynn's Microeconomics: Brief Edition, 3e* comes from the same author team as the market-leading *Principles of Microeconomics* textbook. *Microeconomics: Brief Edition* tailors the core concepts from proven leader *Microeconomics, 21st edition* to create a concise introduction to the course that is distinct in purpose, style, and coverage. Like the 21st edition, *Microeconomics: Brief Edition, 3e* continues to be innovative while teaching students in a clear, unbiased way. Content and pedagogy have 3 main goals: help the beginning student master

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McConnell and Brue's Microeconomics, Brief Edition comes from the same author team as the market-leading Principles of Microeconomics textbook. It continues to be innovative while teaching students in a clear, unbiased way. Like the 18th edition, Microeconomics, Brief Edition has 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Although the Brief Edition is a derivative of Microeco-

nomics 18e, is not a cut-and-paste book that simply eliminates several chapters of Economics 18e and reorders and renumbers the retained content. Instead, Microeconomics, Brief Edition is a very concise, highly integrated economics textbook that is distinct in purpose, style, and coverage from Microeconomics 18e.

McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook. It continues to be innovative while teaching students in a clear, unbiased way. The 18th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

McConnell, Brue, and Flynn's Economics: Principles, Problems, and Policies is the #1 Principles of Economics textbook in the world. It continues to be innovative while

teaching students in a clear, unbiased way. The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. 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.

McConnell-Brue's Economics 15 is the best-selling textbook and has been teaching students in a clear, unbiased way for 40 years. The 14th edition grew market share because of its clear and careful treatment of principles of economics concepts, its balanced coverage, and its patient explanations. More students have learned their principles of Economics from McConnell-Brue than any other text 12 million of them. The 15th edition is a substantial revi-

sion that delivers a tighter, modern, Internet-savvy book.ook.ok.

McConnell, Brue, and Flynn's Economics: Principles, Problems, and Policies is the #1 Principles of Economics textbook in the world. It continues to be innovative while teaching students in a clear, unbiased way. The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. 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.

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McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students all over the world. It has remained the most widely used principles of economics product as a

result of persistent innovation. The 19th edition brought adaptive technology to the market for the first time with LearnSmart, a resource that ensures that every minute a student spends studying is the most efficient and productive time possible. Feedback from users in combination with the analysis of student performance data from the 19th edition's digital products significantly informed the revision of the 20th edition, resulting in a product expertly tailored to the needs of today's students. With the 20th edition, students and instructors will benefit from a new offering that expands upon the dynamic and superadaptive capabilities of LearnSmart: SmartBook, the first and only adaptive eBook. McConnell/Brue/Flynn's tradition of innovation continues with the 20th edition, providing market-leading content and digital mastery to benefit today's learners. 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.

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This textbook presents the "new" labor economics. While traditional topics such as

labor law, structure of unions, and collective bargaining are included, the focus is on labor economics as an applied field of micro and macro theory. The authors assert that labor economics has become a critical part of the core of analytical economics and not merely tangential. Micro and Macro Economic principles are the only prerequisites to this one term book.

McConnell, Brue and Flynn's *Microeconomics: Brief Edition*, 2e comes from the same author team as the market-leading *Principles of Economics* textbook. *Microeconomics: Brief Edition* tailors the core concepts from proven leader *Microeconomics*, 19th edition to create a concise introduction to the course that is distinct in purpose, style, and coverage. Like the 19th edition, *Microeconomics: Brief Edition*, 2e continues to be innovative while teaching students in a clear, unbiased way. Content and pedagogy have 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a

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McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

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