

Synopsis

Engaging and provocative writing, as well as a knack for revealing the "invisible hand" of economics at work have made Cowen and Tabarrok's *Modern Principles of Economics* a singularly distinctive and effective textbook for the principles course. The thoroughly updated new edition of *Modern Principles* again draws on a wealth of captivating applications to show readers how economics shed light on business, politics, world affairs, and everyday life just as the authors do in their wildly successful blog, marginalrevolution.com. Pioneers in teaching economics online, the authors have created a series of videos that are clever, to the point, and will help students better understand key economic concepts. These breakthrough videos are integrated in a dedicated version of Worth's new online course space, [LaunchPad](#). See Contents for [LaunchPad](#)

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Customer Reviews

I love the book. The order of the chapters is put in the right way for readers to easily understand all the concepts. The content is great: concepts are supported by awesome and realistic story of economy.

Needed this book for college and I was very satisfied when I received it. I wish they had a hardcover version of this book, but it will still work. Very reasonably priced compared to the competition. Would buy from this seller again.

Really easy to understand and the real-life examples used in the text were really helpful.

This is a very good textbook for Economics, easy to understand and lots of visuals

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