

Microeconomics



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Bernheim and Whinston's Microeconomics focuses on the core principles of the intermediate microeconomic course: individuals and firms making decisions, competitive markets, and market failures. An accessible text that does not require knowledge of calculus, Microeconomics utilizes examples and integrates topics that will stimulate and motivate students.

Key advantages of Bernheim and Whinston's approach are:

- 1) A fresh, up-to-date treatment of modern microeconomic theory.
- 2) A clear and engaging writing style, along with innovative pedagogy that provides students with more accessible ways to understand and master difficult concepts.
- 3) Numerous real-world applications that are closely tied to the theoretical material developed in the text.
- 4) Teaches students to solve a wide range of quantitative problems without requiring calculus.

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目录:

[Microeconomics 下载链接1](#)

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