

# Principles Macroeconomics Lee Coppock

A part of the most successful introductory economics series in the last twenty years, Essentials of Economics features inclusive, relatable examples, consistent problem-solving pedagogy, and innovative teaching support. The Second Edition text has an example-driven approach to teaching what economists do, answers the personal finance and life questions on students' minds, and now provides a complete set of digital learning tools including InQuizitive and Smartwork.

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Makes economics stick. Meets students where they are.

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Students and instructors are living through a pandemic that has changed how and what they teach, and how and where they learn. The COVID-19 Update of Principles of Economics, Third Edition, provides the information that students need to make sense of the impacts COVID-19 has had on the economy. The Update Edition has been completely revised to include new examples, new data, new policies, and more. All of Norton's digital resources fully integrate with most learning management systems, providing the flexibility instructors need in this changed world.

Mateer and Coppock's approach teaches economic decision-making with applications that students will remember.

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Written by Dirk Mateer, Lee Coppock, and Brian O'Roark--three of the leading economics instructors in the country--Essentials of Economics brings insights and practices refined over a combined 50 years in the classroom to a survey text that is student-centered, from the ground up.

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Widely praised by adopters as the most relatable textbook available, Mateer and Coppock's Third Edition of Principles of Economics develops students' problem-solving skills with step-by step explanations and familiar applications and examples. Student-centered instructor support--carefully developed to reinforce learning--puts award-winning engagement techniques at your fingertips from the authors' over 50 years of teaching. When combined with robust online learning tools offering adaptive study and problem-solving practice, Principles of Economics makes economics memorable for an exam and a lifetime.

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