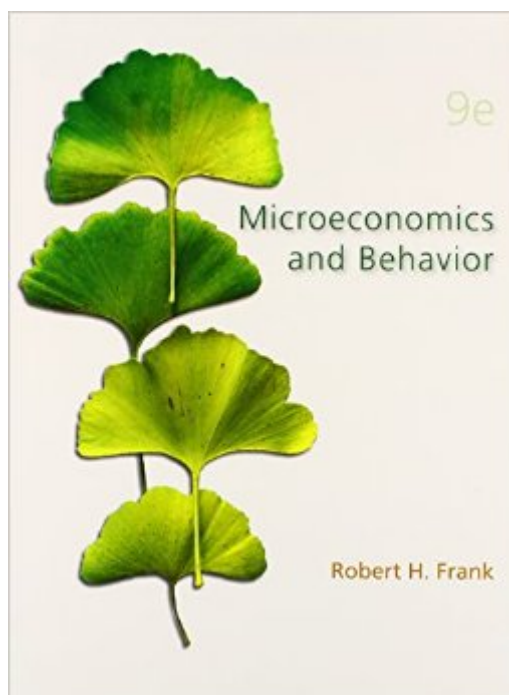


The book was found

Microeconomics And Behavior (Mcgraw-Hill/Irwin Series In Economics)



Synopsis

Robert Frank's *Microeconomics and Behavior* covers the essential topics of microeconomics while exploring the relationship between economic analysis and human behavior. Core analytical tools are embedded in a uniquely diverse collection of examples and applications to illuminate the power and versatility of the economic way of thinking. Students are encouraged to become "Economic Naturalists" who see the mundane details of ordinary existence in a sharp new light. 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.

Book Information

Series: McGraw-Hill/Irwin Series in Economics

Hardcover: 656 pages

Publisher: McGraw-Hill Education; 9 edition (January 6, 2014)

Language: English

ISBN-10: 0078021693

ISBN-13: 978-0078021695

Product Dimensions: 8.6 x 1.1 x 10.9 inches

Shipping Weight: 3.5 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #185,157 in Books (See Top 100 in Books) #136 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#) #200 in [Books > Business & Money > Economics > Microeconomics](#) #47985 in [Books > Reference](#)

Customer Reviews

I have previously read Hal Varian's *Intermediate Microeconomics* textbook, which I found to be incredibly boring. By comparison, I find Robert Frank's *Microeconomics and Behavior* to be much easier and more fun to read. This intermediate microeconomics textbook by Robert Frank doesn't have as much breadth as Varian's text, but it spends more time on each topic which makes concepts easier to remember. After reading Varian's textbook, I felt I had covered lots of material, but remembered little of it. With Frank's book, each topic becomes clear and distinct in my head because Frank spends more time to explain concepts clearly. This book also has real-world examples of concepts in the "Economic Naturalist" sections, which is something missing from Varian's text. I strongly recommend this book.

My intermediate economics class used this as a textbook and I thoroughly enjoyed the textbook. It gave a clear presentation of the material and the examples significantly helped my understanding of the material. My only issue with it is that I feel that it wasn't rigorous enough for an intermediate class but for some it could be a worthwhile trade off for an excellent textbook.

works great

As expected

This textbook is a rental and serve's it's purpose well.

[Download to continue reading...](#)

Principles of Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover))
Microeconomics and Behavior (Mcgraw-Hill/Irwin Series in Economics) Statistical Techniques in Business and Economics (Mcgraw-Hill/Irwin Series Operations and Decision Sciences) Principles of Microeconomics (McGraw-Hill Series in Economics) Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) Microeconomics (The McGraw-Hill Series in Economics) Microeconomics (McGraw-Hill Series in Economics) Workouts in Intermediate Microeconomics: for Intermediate Microeconomics and Intermediate Microeconomics with Calculus, Ninth Edition Microeconomics (McGraw-Hill Economics) Managerial Economics: Foundations of Business Analysis and Strategy (The McGraw-Hill Economics Series) Contemporary Labor Economics (The McGraw-Hill Series Economics) Managerial Economics (The McGraw-Hill Economics Series) Issues in Economics Today (McGraw-Hill Series Economics) Economics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) McGraw-Hill's Dictionary of American Slang and Colloquial Expressions: The Most Up-to-Date Reference for the Nonstandard Usage, Popular Jargon, and Vulgarisms of Contempos (McGraw-Hill ESL References) McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education 500 Financial Accounting and Reporting Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Business Environment and Concepts Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill's Praxis I and II, Third Edition (McGraw-Hill's Praxis I & II) McGraw-Hill Education 500 Auditing and Attestation Questions for the CPA Exam (McGraw-Hill's 500 Questions)

