



Microeconomics: An Intuitive Approach with Calculus (Hardback)

By Thomas J Nechyba

Cengage Learning, Inc, United States, 2010. Hardback. Book Condition: New. 262 x 208 mm. Language: English . Brand New Book. Is it more efficient to rent a car or take taxis while on vacation? How do coupons change demand?

MICROECONOMICS: AN INTUITIVE APPROACH WITH CALCULUS explains the economic theory underlying day-to-day choices. The A sections of each chapter introduce concepts using intuition, a conversational writing style, everyday examples, and graphs. The B sections cover the same concepts with accessible mathematical analyses. Each copy includes access to online LiveGraphs -- a suite of interactive, animated graphs that allows you to view dimensional graphs and functions illustrated in the book, as well as some additional graphs that are not in the printed text. LiveGraphs and the Study Guide are accessible through the access code that is included with the purchase of a new text.



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