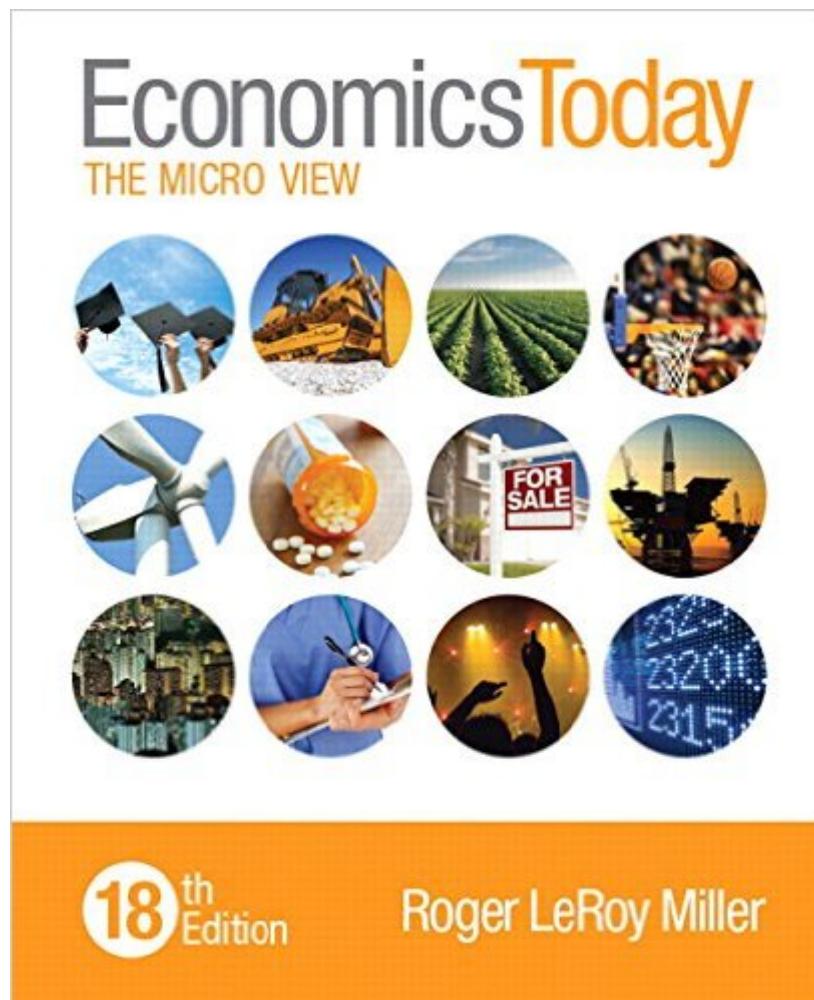


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# Economics Today: The Micro View (18th Edition)



## Synopsis

For courses in Money and Banking or General Economics. *Economics Today* brings the real world to your students. Readers learn best when they see concepts applied to examples from their everyday lives. The Eighteenth Edition of *Economics Today: The Micro View* addresses leading-edge issues while facilitating reader learning. The text shows readers how economics is front and center in their daily routines while providing them with many ways to evaluate their understanding of key concepts covered in each chapter. New and revised tools and features engage readers and help them focus on the central ideas in economics today. Also available with MyEconLab®. MyEconLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEcon search for ISBN-10: 0134004647 / ISBN-13: 9780134004648 *The Micro View Plus MyEconLab with Pearson eText -- Access Card Package*, 18/e. That package includes ISBN-10: 0133885070 / ISBN-13: 9780133885071 *Economics Today: The Micro View*, 18/e and ISBN-10: 0133916677 / ISBN-13: 9780133916676 *MyEconLab with Pearson eText -- Access Card -- for Economics Today: The Micro View*, 18/e. MyEconLab should only be purchased when required by an instructor.

## Book Information

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## Customer Reviews

I didn't care much for the author of this book. Even from reading the first chapter, he seems like an opinionated jerk. The section titled "A Warning: Recognize Normative Analysis" sounds like something the editor had to put in there because of how the author wrote the book. For example, he writes, "Do not get the impression that a textbook author will be able to keep all personal values out of the book. They will slip through" (11). It seems like every opinion the author had succeeded in making it into the book. I know it is hard to remain completely non-biased in a book on economics. Indeed, it's quite likely the author will favor one side or the other when discussing such topics as corporate income tax, Medicare, and other topics. However, the mark of a good author is the ability to suppress those opinions and present each side equally. However, in this book, his side is presented and then he puts down the other side. For example, in the section about free trade, he lists the arguments against free trade, one of which is protecting domestic jobs. The author spends the entire section stating why he feels allowing companies to outsource their jobs to other countries (like China or India) does not affect domestic (e.g., American) jobs at all. And he brings politics into it. For example, on why this is the biggest argument against free trade, he states, "This is a compelling argument, particularly for politicians from areas that may be threatened by foreign competition" (714). This line is completely unnecessary. The entire section labeled Protecting Domestic Jobs is nothing but his explaining why this is apparently not a factor in American unemployment, instead of addressing both sides.

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