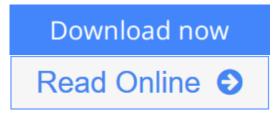


Principles of Microeconomics

By Fred M. Gottheil



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This newly updated edition of a highly regarded the principles of microeconomics text provides your students with the most up-to-date information available. Cases, tables, data, and more were updated to reflect 2003 data. The text also has a four-color internal and full supplement package that complements the text's superb conversational style, which engages students like none other. Principles of Microeconomics, 4e represents the results Fred Gottheil's career as an outstanding professor and author. This edition is maintains the proven structure and style of previous editions while updating content to make it even more valuable to professors and students alike. The author continues to use familiar stories, illustrations, scenarios, and a direct-to-student writing style to appeal to students' interests. The narrative is built around questions, which cut the distance between the student and the unfamiliar concepts of economics. Instead of covering hundreds of topics superficially, the book presents basic concepts in depth and develops economic analysis step-by-step. The resultlearning economics becomes relative, interactive and appealing versus mere passive course participation.



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Editorial Review

About the Author

Fred M. Gottheil is a professor of economics at the University of Illinois in Urbana-Champaign. He came to Illinois in 1960, planning to spend one year before returning to his native Canada. But he fell in love with the campus, the community, and the Midwest, and has been at Illinois ever since. He earned his undergraduate degree at McGill University in Montreal, Canada and his Ph.D. at Duke University. His primary teaching is the principles of economics, and on occasion, he has taught the history of economic thought, Marxian economics, and the economics of the Middle East. He is the author of "Marx's Economic Predictions" and numerous articles that have appeared in scholarly journals, among them the "American Economic Review", the "Canadian Journal of Economics", the "Journal of Post-Keynesian Economics" and the "Middle East Reviews." Although he enjoys research, his labor of love is teaching the principles course. His classes have been as large as 1,800 students. He has won a plethora of teaching from the university, the college, and department of economics. Aside from his research and publications as a professor of economics, Professor Gottheil is also on the university's medical faculty, co-teaching the College of Medicine's course on medicine and society. As well, he is director of the University of Illinois's Center of Economic Education. In this capacity, he organizes and team-teaches minicourses and workshops on the principles of economics. He was a White House consultant on the Middle East during the Carter Administration and offered expert testimony to several congressional committees. Professor Gottheil was a visiting professor at Northwestern University and at Hebrew University in Jerusalem, Israel. He has lectured at many universities in the United States, Canada, and abroad, including universities in Syria, Egypt, Israel, and Jordan.

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