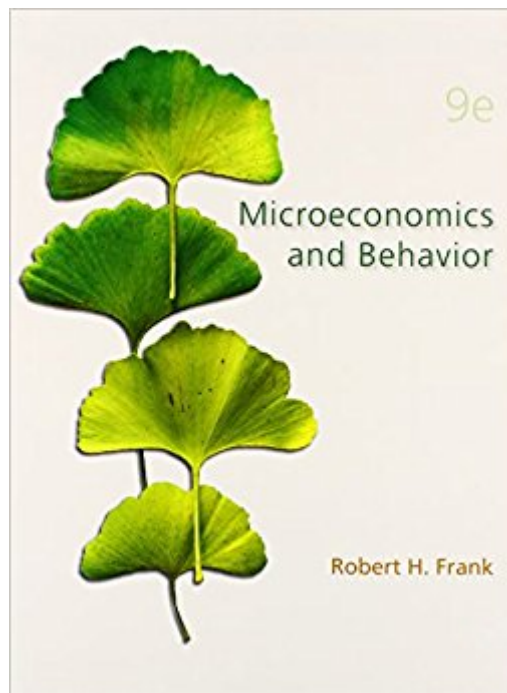




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Microeconomics And Behavior (Mcgraw-Hill/Irwin Series In Economics)



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

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Customer Reviews

Robert H. Frank received his M.A. in statistics from the University of California at Berkeley in 1971, and his Ph.D. in economics in 1972, also from U.C. Berkeley. He is the Goldwin Smith Professor of Economics at Cornell University, where he has taught since 1972 and where he currently holds a joint appointment in the department of economics and the Johnson Graduate School of Management. He has published on a variety of subjects, including price and wage discrimination, public utility pricing, the measurement of unemployment spell lengths, and the distributional consequences of direct foreign investment. For the past several years, his research has focused on rivalry and cooperation in economic and social behaviour.

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 serves its purpose well.

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