

# Principles Microeconomics Dirk Mateer

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a part of the most successful introductory economics series in the last twenty years essentials of economics features inclusive relatable examples consistent problem solving pedagogy and innovative teaching support the second edition text has an example

driven approach to teaching what economists do answers the personal finance and life questions on students' minds and now provides a complete set of digital learning tools including inquisitive and smartwork

economics has a problem the discipline cannot distinguish the causes of human action from the consequences of human action economists deal with matters of fact not with feelings and morals they model representations of optimal agents not flesh and blood human beings in ordinary life by assuming that incentives and self interest are sufficient to explain economic activity economic science proceeds as if the human mind does not matter but the origins of our actions ideas do indeed matter they make us human in meaningful economics bart j wilson challenges economics to directly engage human beings as we really are not as economists ideally assume wilson argues that economic science is as much about purposes and human values as it is about incentives moreover he shows how the outcomes of our decisions costs and benefits and the origins of our decisions motives and goals can be understood in an integrated way over the course of the book wilson develops a framework that connects the origins of human action to the outcomes of human action explaining human conduct with causes and effects he then shows how three basic principles of economics trade specialization and property require meaning values and purpose with a fresh perspective and a novel theoretical framework that bridges economics and ethics meaningful economics explains the roots of human conduct and its economic effects by grounding a science of economics in the moral sentiments that prompt human beings to act

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sarnikar cites evidence of frequent misconceptions of economics amongst students graduates and even some economists and argues that behavioral economists are uniquely qualified to investigate causes of poor learning in economics she conducts a review of the economics education literature to identify gaps in current research efforts and suggests a two pronged approach to fill the gaps an engineering approach to the adoption of innovative teaching methods and a new research program to enhance economists understanding of how learning occurs to facilitate research into learning processes sarnikar provides an overview of selected learning theories from psychology as well as new data on hidden misconceptions amongst beginning students of economics she argues that if they ask the right questions economists of all persuasions are likely to find surprising lessons in the answers of beginning students of economics

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mateer and coppock leading researchers in economics teaching who have consistently taught principles over a combined forty plus years brought their innovative teaching experiences to this blockbuster text they put economics into context by making it relatable through carefully crafted real world examples a problem solving pedagogy that emphasizes economic decision making and a voice that speaks directly to students amazon

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