



# Principles of Economics

*Robert Frank, Ben Bernanke, Kate Antonovics, Ori Heffetz*

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Authors Bob Frank, Ben Bernanke, and introducing Kate Antonovics from the University of California San Diego, present a *coherent short list of core principles in introductory economics* and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become “economic naturalists:” people who employ basic economic principles to understand and explain what they observe in the world around them.

*Principles of Economics*, sixth edition, is thoroughly integrated with the adaptive digital tools available in McGraw-Hill’s LearnSmart Advantage Suite, proven to increase student engagement and success in the course.

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