

economics

EUROPEAN EDITION

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WORTH PUBLISHERS



m Using a **story-driven approach** to learning, every chapter of this textbook includes fully integrated real-world examples, stories, applications, and case studies. These many examples help to make economics accessible and entertaining while teaching intuitively and reinforcing critical concepts. There are three parts to this approach:

1. Every chapter begins with an engaging and relevant **chapter-opening story** that is integrated into the chapter / discussion.

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 2. Virtually every major text section concludes with an **"Economics in Action"** case study that applies the concept just covered to real-world situations.

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 3. **For Inquiring Minds** boxes appear throughout chapters, offering still more in the way of real-world examples and applications.

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