



**Learning Solutions**  
Your Course, Your Way

# Microeconomics 9e

## Jackson | McIver | Wilson | McConnell | Brue

www.mhhe.com/au/jackson\_micro9e

ISBN: 9780071016742



Publication date: October 2011

Subject area: Principles of Microeconomics | Economics | Economics



This is the ninth edition of the successful Australian adaptation of *Microeconomics* (McConnell and Brue, US) by respected authors Jackson and McIver and Wilson (new to this edition). The US McConnell and Brue economics suite are the number one texts in the world, with a reputation for teaching excellence, coverage and up-to-date examples. Now published for over 30 years in Australia, both *Microeconomics* and *Macroeconomics* have been market leaders at various times.

This is a low to mid-level text designed to help students understand economic theory and practice without compromising the rigor of the text. It is designed to provide a step-by-step approach to introductory microeconomics. Pedagogy is an important part of each chapter, for example, each learning objective is addressed separately in the text and followed by a short 'check point' summary box. This has been designed to ensure students are able to review their progress and for instructors to ensure that key learning outcomes are addressed. Each concept is taught in three ways – verbally, visually and practically (using examples) – to ensure that all learning styles are catered for.

*Microeconomics 9e* has been thoroughly edited to improve and simplify concept explanation, and to give the book a more contemporary feel for readers. This text is for first-year students of economics or those taking it as a first subject in microeconomics.

### Key features

- **Connect Plus:** The new edition comes mandatory packaged with Connect Plus. Connect Plus provides testbank and EOC questions tagged for criteria including AACSB and LO to make reporting easy; as well as a new graphing tutorial and maths preparedness module, interactive questions, PPTs, integrated ebook and an IRM.
- **Pitched at 'every student':** a step-by-step approach to learning that is focused on making core concepts easier to understand through catering to all learning styles
- **Adapted from world market leading text:** The Jackson series are originally derived from US runaway market leader by McConnell: it's a proven approach and works for students

### Additional resources

- Test Bank, Instructor Manual, PowerPoint Slides and Student Revision Tool
- A suite of articles and related worksheet questions
- Economic newsletters, suggested video links

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Name \_\_\_\_\_

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Campus \_\_\_\_\_

Course name/number \_\_\_\_\_

Semester/Year \_\_\_\_\_ Estimated Enrolment \_\_\_\_\_

Street Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Building No \_\_\_\_\_ Room No \_\_\_\_\_

Contact Phone No \_\_\_\_\_

Contact Fax No \_\_\_\_\_