



**Learning Solutions**  
Your Course, Your Way

# Principles of Microeconomics 3e

## Frank | Jennings | Bernanke

[www.mhhe.com/au/jennings3e](http://www.mhhe.com/au/jennings3e)

ISBN: 9780071016728

Publication date: October 2011

Subject area: Principles of Microeconomics | Economics | Economics



This third edition of the highly successful and well-regarded Australian adaptation of Frank & Bernanke's *Principles of Microeconomics* by Sarah Jennings (University of Tasmania) takes a rigorous, theoretical treatment that is suitable for mid to high-level courses but is nonetheless easy-to-follow and logical. It is full of practical examples and in-chapter exercises that allow students to check their understanding of the important concepts as they work through the chapter. Background Briefing and Thinking as an Economist vignettes provide significant links between economic theory and the real world, and up-to-date data present students with a snapshot of the economy as it is right now.

New to this edition: the chapters on competitive advantage and the open economy have been merged into a single chapter and the former chapter 1 has been moved online for a more streamlined text that covers all the important elements of introductory microeconomics. Indifference curve analysis has also been introduced for this edition.

This text is for first-year students of economics or those taking it as a first subject in microeconomics. The authors take an active learning approach. They suggest that the only way to learn to hit an overhead smash in tennis or to speak a foreign language is through repeated practice. The same is true for learning economics. Throughout this book you will find new ideas introduced with simple examples, followed by applications showing how they work in familiar settings. The features within each chapter are designed to both test and reinforce the understanding of these ideas.

### Key features

- Connect Plus: Giving lecturers more time and helping to create a more integrated learning environment
- GFC coverage integrated throughout the text to reflect the current environment
- Aggregate Demand curve - for the first time the book now contains an appendix to chapter 9 explaining the traditional approach to the AD curve and its relationship to the approach taken throughout the book

### Additional resources

- Test Bank, EZ Test, & Instructor resource manual containing solutions to end-of-chapter questions and problems
- Customisable Micro Lecture Notes and Powerpoints and Student Revision Tools
- Economics newsletters to give you new teaching ideas, video links and current article links to ensure your teaching is always varied and always fresh.

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Ch 1.	Thinking as an economist + Appendix	<b>Part 3</b>	<b>Imperfect competition</b>
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Ch 3.	Supply and demand: an introduction	Ch 11.	Thinking strategically
<b>Part 2</b>	<b>Competition and the invisible hand</b>	<b>Part 4</b>	<b>Open economy macroeconomics</b>
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Ch 5.	Demand: the benefit side of the market + Appendix (NEW!)	Ch 13.	Public goods and their financing
Ch 6.	Perfectly competitive supply: the cost side of the market	Ch 14.	The economics of information
Ch 7.	Efficiency and exchange	Ch 15.	Labour markets, poverty and income distribution
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		Appendix	– Answers to in-chapter exercises



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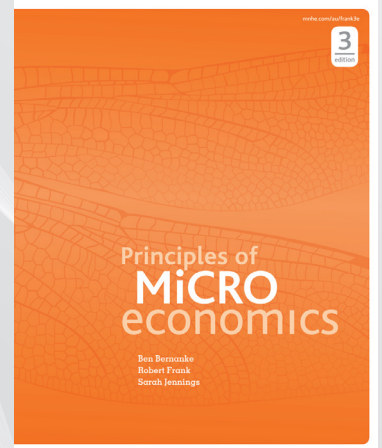
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Name \_\_\_\_\_

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

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

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

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

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

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

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