



# Principles of Economics

*Moore McDowell, Rodney Thom, Ivan Pastine, Robert H. Frank, Ben Bernanke*

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With an accessible approach, the third European edition of "Principles of Economics" provides students with the tools to analyze current economic issues. The book is underpinned by a focus on seven Core Principles, which help students to make the link between economic theory and practice. The 'economic naturalist' approach, supported by exercises, problems and examples, encourages students to employ economics principles to understand and explain the world around them. Developed from the well-regarded US textbook by Frank and Bernanke, it presents an intuitive approach to economics and is suitable for all students taking a Principles of Economics course.

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