GLOBAL EDITION

Microeconomics

NINTH EDITION

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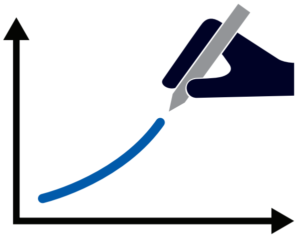
Pearson

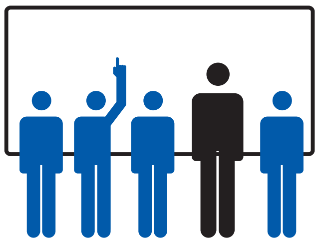
Practice, Engage, and Assess with MyLab Economics®

- **Pearson eText**—The Pearson eText gives students access to their textbook anytime, anywhere. In addition to note-taking, highlighting, and bookmarking, the Pearson eText offers interactive and sharing features. Instructors can share comments or highlights, and students can add their own, for a tight community of learners in any class.



- **Practice**—Algorithmically generated homework and study plan exercises with instant feedback ensure varied and productive practice, helping students improve their understanding and prepare for quizzes and tests. Draw-graph exercises encourage students to practice the language of economics.

- **Learning Resources**—Personalized learning aids such as Help Me Solve This problem walkthroughs and Figure Animations provide on-demand help when students need it most.



- **Personalized Study Plan**—Assists students in monitoring their own progress by offering them a customized study plan based on Homework, Quiz, and Test results. Includes regenerated exercises with unlimited practice, as well as the opportunity to earn mastery points by completing quizzes on recommended learning objectives.

- **Digital Interactives**—Engaging assessment activities that promote critical thinking and application of key economic principles. Each Digital Interactive has progressive levels where students can explore, apply, compare, and analyze economic principles. Many Digital Interactives include real time data from FRED® that displays, in graph and table form, up-to-the-minute data on key macro variables. Digital Interactives can be assigned and graded within MyEconLab, or used as a lecture tool to encourage engagement, classroom conversation, and group work.

- **NEW: Math Review Exercises in MyEconLab**—MyEconLab now offers an array of assignable and auto-graded exercises that cover fundamental math concepts. Geared specifically toward principles and intermediate economics students, these exercises aim to increase student confidence and success in these courses. Our new Math Review is accessible from the assignment manager and contains over 150 graphing, algebra, and calculus exercises for homework, quiz, and test use.

$$P = c + dQ_s$$

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