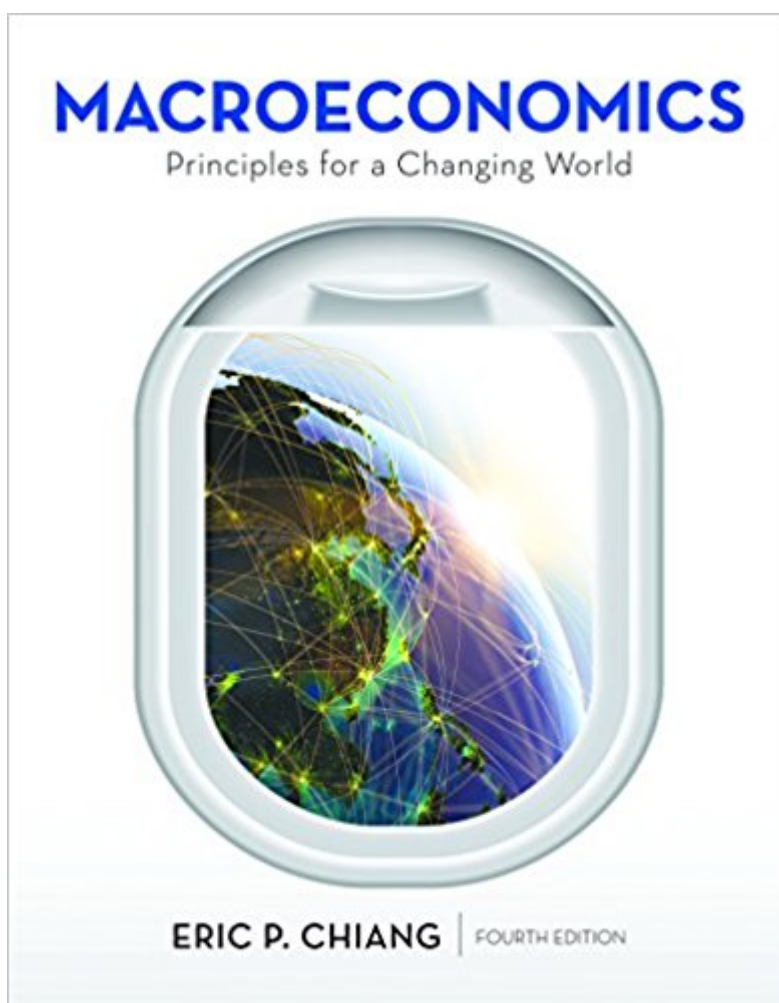


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# Macroeconomics: Principles For A Changing World



## Synopsis

With this edition, Eric Chiang begins a new era for his acclaimed principles of economics textbook. Formerly CoreEconomics and now titled Economics: Principles for a Changing World, the new edition is thoroughly contemporary, fully integrated print/technology resource that adapts to the way you want to teach. As always, this concise book focuses on the topics most often covered in the principles course, but with this edition, it offers a stronger emphasis than ever on helping students apply an economic way of thinking to the overwhelming flow of data we face every day. Economics: Principles for a Changing World is fully informed by Eric Chiang's experiences teaching thousands of students worldwide, both in person and online. Developing the text, art, media, homework, and ancillaries simultaneously, Chiang translates those experiences into a cohesive approach that embodies the book's founding principles:

## Book Information

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## Customer Reviews

Eric Chiang received his Bachelor's degree in Economics at the University of Nevada Las Vegas, and his Masters and Doctorate in Economics at the University of Florida. His first academic position was at New Mexico State University. Currently, Eric is Associate Professor and Graduate Director in the Economics Department at Florida Atlantic University. Eric also serves as the Director of Instructional Technology for the College of Business. In 2009, Eric was recipient of FAU's highest teaching award, the Distinguished Teacher of the Year. He received the Stewart Distinguished Professorship awarded by the College of Business among numerous other teaching awards. He has published 25 articles in peer-reviewed journals on a range of subjects including technology

spillovers, intellectual property rights, telecommunications, and health care. His research has appeared in leading journals including the Review of Economics and Statistics, the Journal of Technology Transfer, and the Southern Economic Journal. He has presented at major conferences including the AEA Conference on Teaching, EEA, WEAI, SEA, and NBER meetings, as well as at universities across the country and world. As an instructor who teaches both face-to-face and online courses, Eric uses a variety of technological tools including clickers, text-response systems, and homework management systems to complement his active learning style lectures. As an administrator in the College of Business, Eric's role as Director of Instructional Technology involves assisting instructors with effectively implementing classroom technologies. In this position, Eric also ensures that the quality of online courses meets accreditation standards including those set by AACSB. In addition to his dedication to teaching economic principles and his administrative duties, Eric devotes time to new research in economic education. His current research agenda focuses on the effects of online versus face-to-face courses and the power of visual learning. The third edition of CoreEconomics embodies Eric's devotion to economic education and the benefits from adapting to the new, often creative ways in which students learn and instructors teach. In his spare time, Eric enjoys studying cultures and languages, and travels frequently, even if only for a brief stay to keep costs low. He has visited all 50 U.S. states and over 70 countries, and enjoys long jogs and walks when he travels in order to experience local life to the fullest."

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