



## **Microeconomics Essentials & Microeconomics (2 vols)**

### **Publication Date**

*Microeconomics Essentials* – June 2007

*Microeconomics* – December 2007

*Supplement to Microeconomics Essentials* (addition of Chapters 9-14 that makes up *Microeconomics*, available to users of *Microeconomics Essentials*) - Dec 2007

### **Description**

LiveEcon Microeconomics is a totally new interactive tool for learning and teaching microeconomics. Unlike a traditional textbook LiveEcon's Microeconomics enables the student to engage with the subject via the moving images of its Tutorial section, its revolutionary U-Drive-It!™ modelling tool and its self-assessment Quizzes. By replacing traditional text with moving images LiveEcon Microeconomics makes learning simpler by engaging the student and bringing the subject vividly to life.

Aimed mainly at first and second year undergraduates in single or joint economics degree programmes LiveEcon can be used either to supplement an existing teaching framework or as a complete course in itself. LiveEcon Microeconomics comes in two versions, *Microeconomics Essentials* that covers, at an introductory level, the materials required in most first year economics courses, and *Microeconomics* that contains additional material of a more advanced nature suitable for second year courses. LiveEcon Microeconomics has been authored by a distinguished team of academics and economists.

### **Key Features**

- Tutorial section that combines text with moving graphs in a way that provides a effective means of conveying the underlying economic principles and mathematics.
- U-Drive-It!™ sections that enables students to investigate policies and principles using interactive economic simulation models
- Scroll Log function to record and analyse results in U-Drive-It!™
- Quiz section with student formative self assessment
- Link from WebCT and Questionmark to LiveEcon
- Lecturer notes PowerPoint import facility for lecturers' own slides or alternative texts
- PowerPoint slides of summary tutorial text
- Printable tutorial text
- “Course Pilot” to map LiveEcon to standard economic text books
- Link to LiveEcon website with current case studies and scenarios (coming soon)

## Authors

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## System requirements

- Windows XP, Windows 2000, Windows NT or Windows 2003
- Screen resolution: 1280 x1024 (recommended), 1024 x 768 (minimum)

## Further titles in the LiveEcon series

- *LiveEcon Macroeconomics Principles* – May 2006
- *LiveEcon Macroeconomics Intermediate* – October 2006
- *Mathematics and Statistics Essentials (Quantitative Methods Volume 1)* October 2007
- *Mathematics and Statistics (Quantitative Methods Volume 1 & 2)* 2008

## Pricing

### *Standard Pricing*

Microeconomics Essentials – £39.99

Microeconomics – £59.99

Supplement to Microeconomics Essentials – £19.99

### *Student Pricing*

Substantial discounts available for students at universities with a LiveEcon Partnership Agreement

Site Licences available for University Networks



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## Microeconomics Essentials & Microeconomics:

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Chapter 2. Demand, supply and market equilibrium, including elasticity	Chapter 9. Duopoly
Chapter 3. The price mechanism in action	Chapter 10. The Labour Market
Chapter 4. The demand side: an introduction to consumer theory	Chapter 11. Risk and Uncertainty
Chapter 5. The supply side: an introduction to the profit maximising firm	Chapter 12. Welfare Economics
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Chapter 8. Welfare economics and market failure	

# Microeconomics Essentials & Microeconomics

## *Chapter details*

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Tutorial 2: Dynamic Games	
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