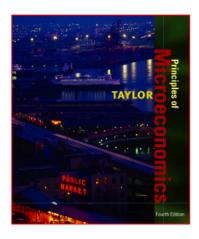
THE FOLLOWING TEXTBOOK IS REQUIRED FOR THIS TERM



TITLE: Principles of Microeconomics, 4/e

AUTHOR(S): Taylor

PUBLISHER: Houghton Mifflin Company

WEB SITE: economics.college.hmco.com/students

TAKE CONTROL. *Principles of Microeconomics*, 4/e, by Taylor, is the required text for this course. As you have likely discovered in other courses, making a habit of reading, practicing, and reviewing is a formula for success that will prepare you for lectures, quizzes, and tests. The accompanying Technology Guide provides access to a variety of interactive study tools, including SMARTHINKINGTM Live, Online Tutoring. These materials will support your textbook reading, homework assignments, and other assigned coursework. The *Principles of Microeconomics*, 4/e, Package with Student Technology Guide provides you with learning resources designed to help you improve your grade.

Get these valuable resources with the purchase of a NEW text:

√ **SMARTHINKING**TM **Live, Online Tutoring** *Need extra help, but don't have time for office hours? Get online support when you need it most.* With a SMARTHINKING account you will receive:

- Online help with difficult problems and graphs from experienced Economics instructors
- Live tutoring 2pm to 5pm and 9pm to 1am, Sunday through Thursday, EST*
- Or submit a question anytime and get feedback within 24 hours

√ **INTERACTIVE TUTORIAL CD-ROM** *Need to review? Looking for data? This CD offers:*

- Computerized tutorials that walk you through economic concepts
- Interactive review of graphing concepts and models
- An extensive collection of economic data to support your research

 $\sqrt{}$ **WEB SITE WITH ADDITIONAL STUDY TOOLS** *Want to improve your performance in the course? Log on for:*

- ACE practice quizzes to help you prepare for exams
- Internet exercises and links to the best economics sites on the Web
- Electronic flashcards of key terms, a glossary, and additional material on key topics

INVEST IN YOUR SUCCESS. Get chapter overviews, self-tests, and worked-out examples in this helpful resource, available for purchase through the college bookstore:

• Principles of Microeconomics Study Guide (ISBN: 0-618-23004-1)

^{*}Live tutoring hours subject to change.