



## Connect Master 1-Semester Access Card for Principles of Economics (Hardback)

By Carlos Asarta, Roger Butters

McGraw-Hill Education, United States, 2016. Hardback. Book Condition: New. Language: English . Brand New Book. McGraw-Hill Connect Master by Asarta and Butters is a subscription-based learning service accessible online through your personal computer. Choose this option if your instructor will require Connect Master to be used in the course. Your subscription to Connect Master includes the following: A digital version of the course that saves you time while improving performance. This "digital-first" approach for the introductory economics course, Carlos Asarta and Roger Butters offer the same core content covered in mainstream textbooks, but in a way that breaks free from the constraints of a traditional textbooks structure and format, empowering instructors to take advantage of new approaches in teaching methodology to revitalize their courses. Instead of lengthy, narrative-driven chapters, content in Asarta/Butters is organized into accessible concepts that span the most commonly taught concepts in the principles of microeconomics and macroeconomics courses. Concept based approach - Over 220 distinct concepts are each anchored by an engaging 2-4 minute professionally-produced video, and supported by dynamic learning resources such as interactive graphs, examples, applications and assessment tools. Adaptive assignments - Concepts are delivered to students through the most advanced adaptive learning technology...



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