

Connect Master 1-Semester Access Card for Principles of Economics

Carlos Asarta, Roger Butters



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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 textbook s 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.
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- Flexibility Instead of a class that revolves around static pages and chapters of a textbook, Asarta and Butters envision a learning environment that revolves around the talents and abilities of the teacher in the classroom. The result is an experience that is engaging, innovative, and adaptable to how today s students learn and obtain information.
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