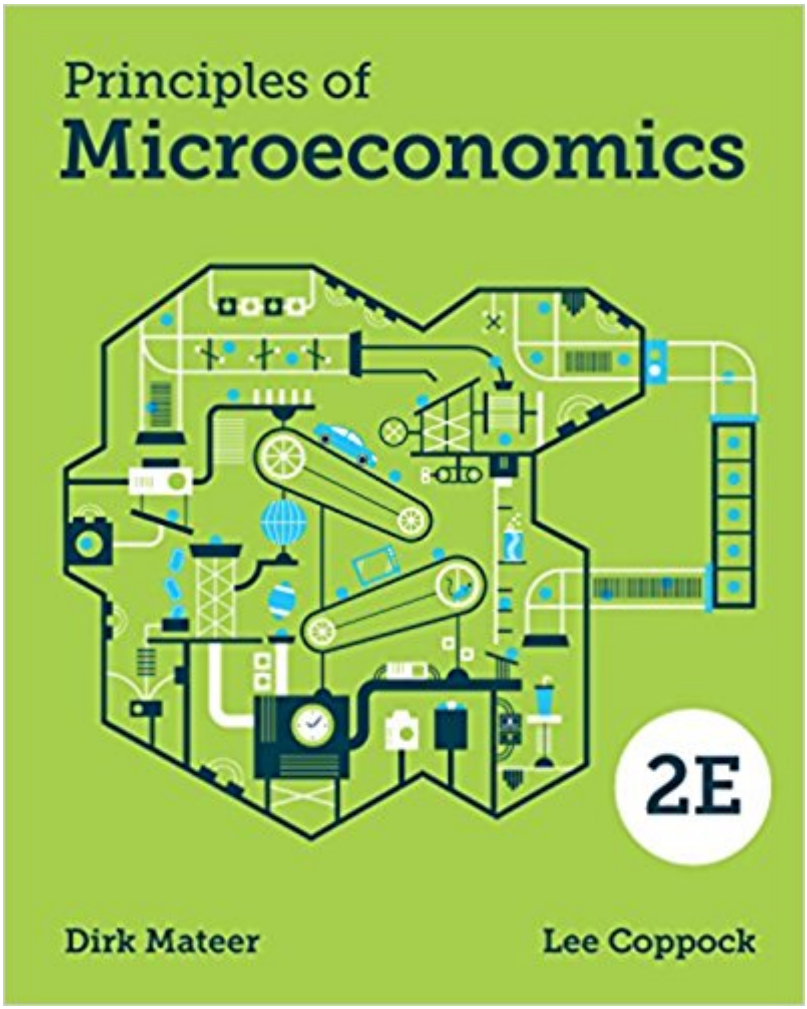
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Mateer and Coppock’s approach teaches economic decision-making with applications that students will remember.Mateer and Coppock, leading researchers in Economics teaching who have consistently taught Principles over a combined forty-plus years, brought their innovative teaching experiences to this blockbuster text. They put economics into context by making it relatable through carefully crafted real-world examples, a problem-solving pedagogy that emphasizes economic decision-making, and a voice that speaks directly to students.

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