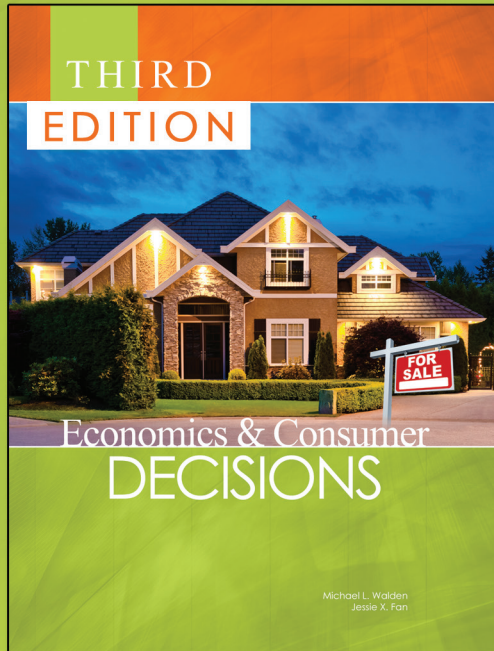


Economics & Consumer DECISIONS

Michael L. Walden
Jessie X. Fan



Economics & Consumer Decisions shows how economics can be used to help make the multitude of financial and consumer decisions we face, and it gives answers, rather than generalities, to many of the decisions. This text brings economic theory and concepts out of the ivory tower and into the hands of everyday people.

***Economics & Consumer Decisions* features:**

- In-depth analysis of consumer decisions
- Topics in the form of questions
- Concepts developed from an intuitive basis rather than simply stated
- Mistakes of “pop personal finance” books and why their assertions are wrong
- Several important topics, which are often ignored in other textbooks, including future value, discounting, and annuities

Economics & Consumer Decisions will equip you with the practical tools of economic analysis.

Pedagogical Aids:

- Organized into eleven broad chapters, each including numerous topics titled in the form of questions
- Each topic concludes with “THE BOTTOM LINE,” a succinct summary of the topic
- Keywords and key phrases are given in margins
- Tables and figures are liberally used
- Each chapter includes many “CONSUMER TOPICS” set apart from the text material
- Each chapter ends with four sections designed to reinforce the student’s understanding of the text material (words and concepts, a summary in detailed outline form, discussion questions, and problems)

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