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samuelson s text was first published in 1948 and it immediately became the authority for the principles of economics courses the book continues to be the standard bearer for principles courses and this revision continues to be a clear accurate and interesting introduction to

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economic content vocabulary activities

the text seeks to teach introductory students core economic concepts the essence of economics without overwhelming them with details

principles of economics presents the material in an intuitive way that avoids excessive maths the authors introduce a short list of core principles reinforce them by illustrating and applying each principle in several contexts and then ask students to work exercises to see what they ve learned the text seeks to create economic naturalists that is after reading the text students will ask and answer questions about their economic environment for example students will see braille dots on drive up atms and ask why they re there peppered with such examples frank and bernanke not only engage students but teach them to see each feature of their economic landscape as the reflection of an implicit or explicit cost benefit calculation

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