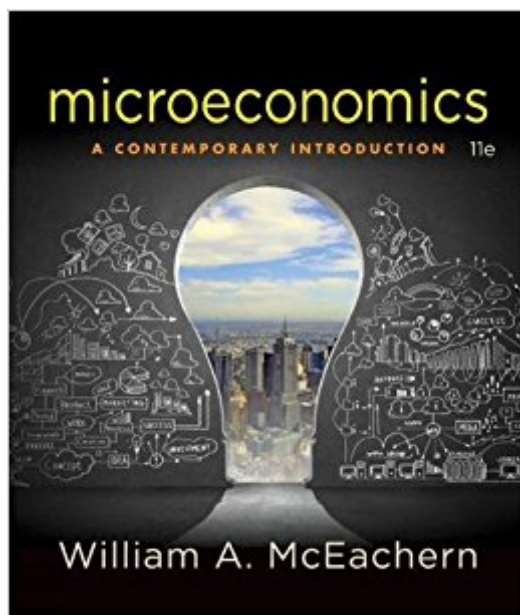


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Microeconomics: A Contemporary Introduction



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Dr. William A. McEachern began teaching large sections of economic principles shortly after joining the University of Connecticut. Several years later he began offering teaching workshops around the country. The University of Connecticut Alumni Association conferred on him its Faculty Excellence in Teaching Award in 2000. He earlier won the Association's award for Distinguished Public Service. Dr. McEachern has published books and monographs on public finance, public policy, and industrial organization, including *MANAGERIAL CONTROL AND PERFORMANCE* (D.C. Heath and Company). His research has also appeared in edited volumes, such as *READINGS IN PUBLIC CHOICE ECONOMICS* (University of Michigan Press), *INTERNATIONAL HANDBOOK ON TEACHING AND LEARNING ECONOMICS* (Edward Elgar Publishing), and *RETHINKING ECONOMIC PRINCIPLES* (Irwin Publishing). He has also published in a variety of refereed journals, including *Economic Inquiry*, *National Tax Journal*, *Quarterly Review of Economic and Business*, *Journal of Industrial Economics*, *Kyklos*, *Econ Journal Watch*, and *Public Choice*. His principles of economics textbooks have been translated into Spanish, Chinese, and Bahasa Indonesia, and have been adapted for Australia and for India. He is the founding editor of *THE TEACHING ECONOMIST*, a newsletter that for a quarter of a century has focused on teaching economics at the college level. Dr. McEachern has advised federal, state, and local governments on policy matters and has been quoted in media such as the *New York Times*, *Times of London*, *Wall Street Journal*, *USA Today* and *Reader's Digest*. He earned an undergraduate degree with honors from College of the Holy Cross, served three years as a U.S. Army officer, and earned an M.A. and Ph.D. in economics from the University of Virginia.

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