

PREFACE

The spread of instant electronic communication has changed not only the economy itself but also the way students learn economics and the way instructors teach the subject. A textbook, perhaps supplemented by a few photocopied handouts, used to be almost the only source of information for students. A blackboard was often the instructor's only teaching tool. All this has changed.

Today, both students and instructors rely on the Internet as their primary source of information about current economic events. They still need a good textbook to provide a framework for organizing all the information that is available, but that textbook needs to mesh with the material available from online news sources, blogs, and social media. This sixth edition of *Introduction to Microeconomics* from BVT Publishing includes several changes that integrate it more smoothly into the world of e-learning.

Some of the changes are stylistic. A few years ago I started a blog, and the exercise of blogging has affected the way I write. I have revised the entire text to make the language more active with shorter sentences, shorter paragraphs, and shorter chapters. Chapter titles are more descriptive and less technical. With all these changes, the book now reads less like a series of journal articles and more like something students might actually want to read.

In addition to a more inviting presentation, much of the content is new, including new case studies and examples throughout the book. Topics range from the latest controversies over climate change to trends in poverty and income distribution.

Furthermore, the range of new case studies and examples is not limited to those included in the book itself. Ed Dolan's Econ Blog regularly provides new material to both students and instructors. A new section at the end of most chapters provides links to blog posts and slideshows that tie in with material presented in the text. For still more up-to-date material, instructors and students are invited to read the blog itself regularly or follow @DolanEcon on Twitter®. I also invite instructors and students to suggest topics for blog posts or submit guest posts of their own on favorite subjects.

Finally, this edition recognizes the fact that instructors no longer rely solely on blackboards and photocopied handouts as teaching aids. Most instructors now regularly use slideshows, smartboards, and videos in class, and course websites to help students with their studying between classes.

One important aid to e-teaching and e-learning is a complete set of PowerPoint™ slides, which include all of the graphs and tables from each chapter, plus other relevant material that is available as a supplement to *Introduction to Microeconomics* from BVT. Beyond the basic slides for each chapter, Ed Dolan's Econ Blog provides links to additional content in PowerPoint format that can be cut-and-pasted directly into classroom presentations or posted to a course webpage.

ACKNOWLEDGEMENTS

As always, I thank the entire publishing and editorial staff of BVT Publishing for their highly professional support. They are a pleasure to work with, and I hope that all students and instructors who use this book benefit as much as I have from their unique and innovative approach to textbook publishing. Enjoy your teaching and learning!