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and universities A
practice-oriented
learning system
that breaks the
traditional
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help students focus on the most important concepts-and effectively practice application of those concepts-Foundations of Microeconomics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-

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of economics by
demonstrating how
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authors present
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***news article format
which illustrates
how a key principle
covered in the
Chapter relates to
real business
situations or was
used by a real
company to make a
real business
decision.***

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basic. Why is it

so hard to

actually get

right?

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expert Phil

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real problem is

that we're

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teaching people
to ask the
wrong questions
about their
businesses--or
none at all.

There has to be
a better way. In
Beyond the
Obvious,
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questions--the
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Full of real-world examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards

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throughout his
career. Shared
for the first time
here, these
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Questions"
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are the rules
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assumptions my
industry
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believed that
asking the right
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