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- Craft action plans for the strategic initiatives required to meet your goals
- Keep your action plans on course despite the inevitable setbacks and surprises
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McConnell and Brue's *Macroeconomics: Principles, Problems, and Policies* is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the

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