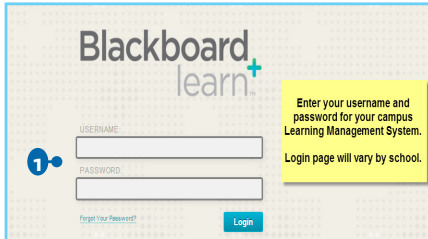


Engage with Aplia through Blackboard by Following These Easy Steps!

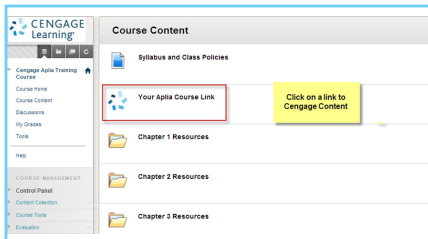
Access Your Campus Learning Management System

- 1 Log in with your username and password. ** The login page will vary by campus.



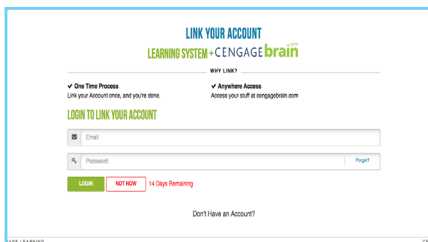
Access Your Course

- 2 Your course will include a combination of links to content provided by your instructor and Cengage Learning. You will need your access code (or have the ability to purchase access) the first time you click on one of the links. Cengage Resources are identified with a Cengage Learning Logo.



Link Your Account

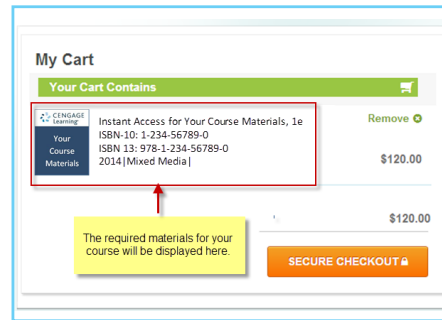
- 3 You will be asked to link a CengageBrain account with your campus Learning Management System account. If you do not have an account, you can create one from this page.



Note: This is a one-time process. If you have previously taken this step you will be taken directly to the payment options screen.

Payment Options

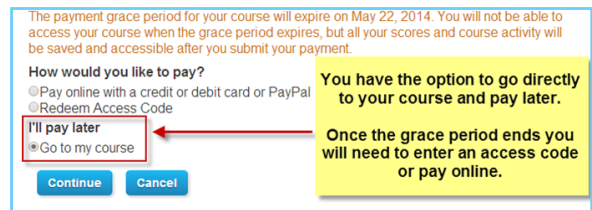
- 4a Purchase online.



- 4b Already purchased an access code? Redeem your code here.



- 4c Or buy later and start your trial access (available for a limited time after class start date).



After completing one of the three payment options, you will be taken directly into your course materials.

Problem Sets with Detailed Feedback

Aplia assignments include problem sets that will help you connect concepts to real-world applications.

Problems sets include detailed feedback.

Problem Sets with Detailed Feedback

Based on this model, households earn income when _____ purchase _____ in resource markets.

Points: 0 / 1

Explanation: Close Explanation ^

In the circular flow model of an economy, households own all the resources. Households earn their income when firms purchase or rent these resources to use them to produce goods and services. Firms, in turn, earn revenue when households buy goods and services.

Suppose Ana earns \$900 per week working as a programmer for PC Pros. She uses \$8 to order a mojito cocktail at Little Havana. Little Havana pays Yakov \$350 per week to wait tables. Yakov uses \$400 to purchase software from PC Pros.

Access Your eText

Aplia also includes a digital version of your textbook. You will have access to a variety of tools to help you study.

You can take notes, highlight, access key terms and more.

MindTap

Chapter 4: The Market Forces of Supply and Demand
Principles of Economics

4-2a The Demand Curve: The Relationship between Price and Quantity Demanded

The **quantity demanded** of any good is the amount of the good that buyers are willing and able to purchase. As we will see, many things determine the quantity demanded of any good, but in our analysis of how markets work, one determinant plays a central role—the price of the good. If the price of ice cream rose to \$20 per scoop, you would buy less ice cream. You might buy frozen yogurt instead. If the price of ice cream fell to \$0.20 per scoop, you would buy more. This relationship between price and quantity demanded is true for most goods in the economy and, in fact, is so pervasive that economists call it the **law of demand**: Other things being equal, when the price of a good rises, the quantity demanded of the good falls, and when the price falls, the quantity demanded rises.

ConceptClips: Law of Demand

Law of Demand

PRICE

That's it! You've successfully registered for Aplia in Blackboard.

Questions?



Have questions about your CengageBrain account?

ONLINE:

Begin by submitting a support case via the Cengage Learning Technical Support Link in your Learning Management System (LMS).

Once your case is submitted, you'll receive a case ID and access to 24/7 email or live chat!

PHONE SUPPORT:

Or, you can speak with an agent by calling the phone number provided upon your case submission.

Monday through Thursday:
8:30am to 9:00pm (EST)
Friday: 8:30am to 6:00pm (EST)

Don't see a Technical Support Link in your Course?

ASK INSTRUCTOR:

Notify your instructor and ask them to add the Cengage Technical Support link for LMS users.

ONLINE:

You can contact Technical Support outside of your campus LMS by visiting www.cengage.com/support.