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Authors Bob Frank, Ben Bernanke, and introducing Kate Antonovics from the University of California San Diego, present a coherent short list of core principles in introductory economics and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this

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process, the authors encourage students to become “economic naturalists:” people who employ basic economic principles to understand and explain what they observe in the world around them. Principles of Macroeconomics, sixth edition, is thoroughly integrated with the adaptive digital tools available in McGraw-Hill’s LearnSmart Advantage Suite, proven to increase student engagement and success in the course.

Robert Frank’s Microeconomics and Behavior covers the essential topics of microeconomics while exploring the relationship between economics analysis and

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human behavior. The book's clear narrative appeals to students, and its numerous examples help students develop economic intuition. This book introduces modern topics not often found in intermediate textbooks. Its focus throughout is to develop a student's capacity to "think like an economist." In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of teaching a shorter list of core principles in depth. Two well-respected writers and researchers, Bob Frank and

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Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become economic naturalists: people who employ basic economic principles to understand and explain what they

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observe in the world around them. Principles of Microeconomics, fifth edition, is thoroughly updated with examples that connect to current events such as the financial crisis of 2008 and Great Recession of 2007-2009 as well as other topics commonly discussed in the media. In addition, the text is paired with McGraw-Hill's market-leading online assignment and assessment solution Connect Economics, providing tools to enhance course management and student learning. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when

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they need it, and how they need it, so that your class time is more engaging and effective.

Principles of Macroeconomics provides a rigorous and theoretical treatment of concepts in an easy-to-follow and logical format. This fourth edition is fully up-to-date with all the latest relevant theories, figures and, data including a brand new chapter on macroeconomic policy (Chapter 10). The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students

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relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to think like an economist and to and employ basic economic principles to understand and explain what they observe in the world around them. This approach engages student interest while teaching them to see each feature of their economic landscape as the reflection of an implicit or explicit cost-benefit calculation. Principles of Macroeconomics is accompanied by market leading interactive resources including graphing tutorials, logic cases,

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video cases, and quizzes to enable students to master concepts in an engaging way. LearnSmart adaptive technology is available for the first time with this edition! LearnSmart maximises learning productivity and efficiency by identifying the most important learning objectives for each student to master at a given point in time. It knows when students are likely to forget specific information and revisits that content to advance knowledge from their short-term to long-term memory. Data driven reports highlight the concepts individual students - or the entire class are struggling with. LearnSmart is proven to improve

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academic performance - including higher retention rates and better grades.

For undergraduate courses in sports economics, this book introduces core economic concepts developed through examples from the sports industry. The sports industry provides a seemingly endless set of examples from every area of microeconomics, giving students the opportunity to study economics in a context that holds their interest. The Economics of Sports explores economic concepts and theory of industrial organization, public finance, and labor economics in the context of applications and examples from

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American and international sports.

"This resource book discusses the economic arguments that could (and could not) be put forth to support the case for investing in the social determinants of health on average and in the reduction in socially determined health inequalities. It provides an overview and introduction into how economists would approach the assessment of the economic motivation to invest in the social determinants of health and socially determined health inequities, including what the major challenges are in this assessment. It illustrates the extent to which an economic argument can be made in favour of

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investment in 3 major social determinants of health areas: education, social protection, and urban development and infrastructure. It describes whether education policy, social protection, and urban development, housing and transport policy can act as health policy"--

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Check out preview content for Essentials of Economics here. Essentials of Economics brings the same captivating writing and innovative features of Krugman/Wells to the one-term economics course. Adapted by Kathryn Graddy, it is the ideal text for teaching basic economic principles, with enough real-world applications to help students see the applicability, but not so much detail as to overwhelm them. Watch a video interview of

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Paul Krugman here.

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other topics commonly discussed in the media. In addition, the text is paired with McGraw-Hill's market-leading online assignment and assessment solution Connect Economics, providing tools to enhance course management and student learning.

Principles of Microeconomics 2e covers the scope and sequence of most introductory microeconomics courses. The text includes many current examples, which are handled in a politically equitable way. The outcome is a balanced approach to the theory and application of economics concepts. The second edition has been thoroughly revised to

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increase clarity, update data and current event impacts, and incorporate the feedback from many reviewers and adopters. The text and images in this book are grayscale. The first (previous) edition of Principles of Microeconomics via OpenStax is available via ISBN 9781680920093.

There is an ever-increasing interest in the question of how and why legal norms can effectively guide human action. This compact volume demonstrates how economic tools can be used to examine this question and scrutinize these legal norms. Indeed, this is one of the first text to be based on civil law instead

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of the more usual common law, situating the study of both private and public law within the framework of institutional economics, with recommendations for further reading and a list of key terms in each chapter. Besides the standard economic problems in property, tort, contract, crime and litigation, areas covered include: new institutional economics public choice constitutional law public administrations regulatory impact analysis. This book is essential reading for students in law schools and economics departments alike, particularly those engaged with the methodology of law and economics, applied

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economics and economic methods of legal policy.

Maths for Economics provides a solid and comprehensive foundation in the mathematical techniques used in economics, beginning by revisiting basic skills in arithmetic, algebra and equation solving and slowly building to more advanced topics.

Maths for Economics provides a solid foundation in mathematical principles and methods used in economics, beginning by revisiting basic skills in arithmetic, algebra and equation solving and slowly building to more advanced topics, using a

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Questions that drive interest, applications that illustrate concepts, and the tools to test and solidify comprehension. Students come into their first Economics course thinking they will gain a better understanding of the economy around them. Unfortunately, they often leave with many unanswered questions. To ensure students actively internalize economics, O'Sullivan/Sheffrin/Perez use chapter-opening questions to spark interest on

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important economic concepts, applications that vividly illustrate those concepts, and chapter-ending tools that test and solidify understanding.

In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of teaching a shorter list of core principles in depth. Two well-respected writers and researchers, Bob Frank and

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Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. Students are periodically asked to apply these principles and to answer related questions and exercises. The BRIEF editions were developed for instructors who appreciate core principles approach,

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and desire a more manageable amount of content and slightly less rigor. In the brief editions, the authors made careful choices of material to eliminate and condense, in order to produce of more concise coverage.

This volume gives comprehensive coverage of the key topics of macroeconomics and it includes integration of classical and Keynesian approaches, in-depth coverage of two cases and extensive applications and

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examples.

Health Economics combines current economic theory, recent research, and health policy problems into a comprehensive overview of the field. This thorough update of a classic and widely used text follows author Charles E. Phelps' thirteen years of service as Provost of the University of Rochester. Accessible and intuitive, early chapters use recent empirical studies to develop essential methodological foundations.

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***Later chapters build on these core concepts to focus on key policy areas, such as the structure and effects of Medicare reform, insurance plans, and new technologies in the health care community. This edition contains revised and updated data tables and contains information throughout the text on the latest changes that were made to the Patient Protection and Affordable Care Act (PPACA).
A thoroughly revised and updated edition***

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of the leading textbook on government and business policy, presenting the key principles underlying sound regulatory and antitrust policy. Regulation and antitrust are key elements of government policy. This new edition of the leading textbook on government and business policy explains how the latest theoretical and empirical economic tools can be employed to analyze pressing regulatory and antitrust issues. The book departs from the common emphasis on

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institutions, focusing instead on the relevant underlying economic issues, using state-of-the-art analysis to assess the appropriate design of regulatory and antitrust policy. Extensive case studies illustrate fundamental principles and provide insight on key issues in regulation and antitrust policy. This fifth edition has been thoroughly revised and updated, reflecting both the latest developments in economic analysis and recent economic events. The text

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examines regulatory practices through the end of the Obama and beginning of the Trump administrations. New material includes coverage of global competition and the activities of the European Commission; recent mergers, including Comcast-NBC Universal; antitrust in the new economy, including investigations into Microsoft and Google; the financial crisis of 2007-2008 and the Dodd-Frank Act; the FDA approval process; climate change policies; and behavioral

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economics as a tool for designing regulatory strategies.

When it comes to explaining fundamental economic principles by drawing on current economic issues and events, there is no one more effective than Nobel laureate and New York Times columnist Paul Krugman and co-author, Robin Wells. In this best-selling introductory textbook, Krugman and Wells' signature storytelling style and uncanny eye for revealing examples help readers

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understand how economic concepts play out in our world. Economics 5e provides unparalleled coverage of current topics, including sustainability, the economic impact of technology and pressing policy debates. A commitment to broadening students' understanding of the global economy; a global focus is woven throughout with more on the ascendance of China's economy, the Euro and events in Europe (including Brexit), and post-recession economies around the globe.

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The General Theory of Employment, Interest, and Money, written by legendary author John Maynard Keynes is widely considered to be one of the top 100

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greatest books of all time. This masterpiece was published right after the Great Depression. It sought to bring about a revolution, commonly referred to as the 'Keynesian Revolution', in the way economists thought—especially challenging the proposition that a market economy tends naturally to restore itself to full employment on its own. Regarded widely as the cornerstone of Keynesian thought, this book challenged the established classical economics and introduced new concepts. 'The General Theory of Employment, Interest, and Money' transformed economics and changed the face of modern

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macroeconomics. Keynes' argument is based on the idea that the level of employment is not determined by the price of labour, but by the spending of money. It gave way to an entirely new approach where employment, inflation and the market economy are concerned.

Have you ever wondered why there is a light in your fridge but not in your freezer? Or why 24-hour shops bother having locks on their doors? Or why soft drink cans are cylindrical, but milk cartons are square? The answer is simple: economics. For years, economist Robert Frank has been encouraging his

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students to ask questions about the conundrums and strange occurrences they encounter in everyday life and to try to explain them using economics. Now in this bestselling book, he shares the most intriguing - and bizarre - questions and the economic principles that answer them to reveal why many of the most puzzling parts of everyday life actually make perfect (economic) sense.

Now readers can master the principles of macroeconomics with the help of the most popular introductory book in economics today that is widely used around the world -- Mankiw's PRINCIPLES OF

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MACROECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the material that readers are likely to find most interesting about the economy, particularly if they are studying economics for the very first time. Reader discover interesting coverage of the latest relevant macroeconomic developments with real-life scenarios, useful economic facts, and clear explanations of the many ways macroeconomic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the

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Learn to think as an economist with the market-leading macroeconomics text Principles of Macroeconomics 5e. Building on the legacy of its international author team this fifth edition has been adapted for the local market. By focusing on central ideas that shape modern macroeconomic thinking and interpreting the latest data this edition offers a truly Australian perspective. The emphasis on currency and real-world relevance grounds the key concepts in relatable examples to help readers see

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the impact of past and present events on Australian and global economic landscapes. Improvements to the 5th edition include: - ANZ focus: Develop a solid understanding of the macroeconomic climate in Australia and New Zealand. - Industry Spotlight: Hear from high-profile macroeconomists and recent graduates on industry trends and where a career in macroeconomics can take you. - Interactive digital learning: A robust suite of digital resources including graphing tools concept videos and case studies engages students and tests their knowledge. Principles of Agricultural Economics, now in its third

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edition, continues to showcase the power of economic principles to explain and predict issues and current events in the food, agricultural, and agribusiness sectors. This key text introduces economic principles in a succinct and reader-friendly format, providing students and instructors with a clear, up-to-date, and straightforward approach to learning how a market-based economy functions, and how to use simple economic principles for improved decision making. The field of agricultural economics has expanded to include a wide range of topics and approaches, including macroeconomics,

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international trade, agribusiness, environmental economics, natural resources, and international development and these are all introduced in this text. For this edition, new and enhanced material on agricultural policies, globalization, welfare analysis, and explanations of the role of government in agriculture and agribusiness is included. Readers will also benefit from an expanded range of case studies and text boxes, including more international cases, which discuss real world examples and issues including global hunger, biofuels, trade wars, agritourism, and climate change. This book is ideal

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for courses on agricultural economics, microeconomics, rural development and environmental policy. The work is fully supported by a companion website which provides users with extra content to enhance their learning and further their understanding of agricultural economics.

Additional materials include flash cards, study guides, PowerPoints, multiple choice questions, essay questions, and an instructor's manual.

"Our fourth streamlined edition arrives in the midst of some of the most dramatic upheavals ever witnessed, both in the economy generally and in

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[Principles, Applications, and Tools Essentials of Economics](#)

Authors Bob Frank, Ben Bernanke, and introducing Kate Antonovics from the University of California San Diego, present a coherent short list of core principles in introductory economics and reinforce them by illustrating and applying each in numerous contexts. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the

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revised and updated third edition covers key macroeconomic issues such as national income, investment, inflation, balance of payments, monetary and fiscal policies, economic growth and banking system. This book also explains the role of the government in guiding the economy along the path of stable prices, low unemployment, sustainable growth, and planned development through many India-centric examples. Special attention has been given to macroeconomic management in a country linked to the global economy. This reader-friendly book presents a wide coverage of relevant themes, updated statistics, chapter-end

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exercises, and summary points modelled on the Indian context. It will serve as an indispensable introductory resource for students and teachers of macroeconomics.

The text seeks to teach introductory students the core economic concepts without overwhelming them with details. It introduces a list of core principles, then reinforces them by illustrating and applying each principle in several contexts.

This in-depth preparation for both AP economics exams provides a detailed review of all test topics. Includes two full-length practice tests--one in Microeconomics and one

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