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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 will help students understand how economic concepts play out in our world. The new edition has been revised and enhanced throughout, including incisive new looks at long-run growth and at market power, and extensive coverage of the economic impacts and policy

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responses to the coronavirus pandemic. Microeconomics is supported by Achieve, which includes: Animated pre-lecture tutorials and bridge questions will help students to understand core economic topics before going to class Access to an eBook for easy reading and searching LearningCurve adaptive quizzing offers practice questions to check understanding and provide feedback Step-by-Step graphs and Work It Out activities allow students to work step-by-step through scenarios so that they can see economic principles in action Principles of Microeconomics aims to bring economics to life for the first time student. Mankiw accomplishes this by writing a brief text which explains economics by the rules rather than the exceptions, and by balancing application with theory. He reveals to

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students how economics has relevance in their everyday lives, and through a strong policy orientation, shows them economics in action in the broader social arena. His conversational writing style succeeds in presenting the politics and science of economic theories to tomorrow's decision-makers. The Canadian edition maintains the virtues of the author's landmark U.S. text, while revising the content to reflect the differences of our small open economy.

Karlan/Morduch, *Macroeconomics, 2nd Canadian Edition*, illustrates the power of economics to help understand, analyze and explain complex and everyday real-world problems. Making a modern approach, Karlan is organized around learning objectives and matched with sound

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learning tools in Connect aimed at enhancing students' analytical and critical thinking skills. Karlan presents real-life examples and encourages students to think through decisions they'll face in life and ultimately show that economics is the common thread that enables us to understand, analyze, and solve problems in Canada and around the World. The 2nd Canadian Edition has been updated to include new discussions, examples and problem material making the content even more relevant and engaging to today's student.

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Thoroughly updated,
intuitive rather than
technical, grounded in data
and empirical evidence,
extensively illustrated with
well-chosen examples and

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photographs, enlivened with applications that focus on issues at play in today's world, focused on learning-by-doing, and seamlessly integrated with MyEconLab. These are the hallmarks of this ninth edition of Economics: Canada in the Global Environment. Iris Au and Jack Parkinson of the University of Toronto, Scarborough have "Canadianized" the Microeconomics section of Krugman/Wells, Economics, Third Edition, maintaining the structure and spirit of the U.S. version but adapting it to include Canadian examples and stories to appeal more

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directly to Canadian instructors and students. Note: If you are purchasing an electronic version, MyEconLab does not come automatically packaged with it. To purchase MyEconLab, please visit www.MyEconLab.com or you can purchase a package of the physical text and MyEconLab by searching for ISBN 10: 0133571920 / ISBN 13: 9780133571929. Conceptual and applied, with emphasis on analyzing and interpreting Canadian data to make informed business decisions. The book draws students in using a conversational writing style and delivers content with a

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fresh, exciting approach that reflects the authors' blend of teaching, consulting, and entrepreneurial experiences.

Study Guide to Accompany
Krugman/Wells/Myatt:
Microeconomics, Canadian
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Study Guide

Macroeconomics: Canadian
Edition

Principles of Microeconomics

?I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy.??N. Gregory Mankiw.

Principles of Microeconomics became an instant best seller with its first edition and continues to be the most popular and

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widely used text in the economics classroom. Instructors found it to be the perfect complement to their teaching. A text authored by world-class writers and economists that stressed the most important concepts without overwhelming students with an excess of detail was a formula that was quickly imitated, but has yet to be matched. The sixth Canadian edition of Principles of Microeconomics continues with this approach and has been carefully revised to ensure its contents are current and its examples reflect the interests and concerns of the Canadian student market. Responding to reviewers who requested additional but unobtrusive mathematics support, we have supplemented four chapters with new appendices. We have also included more technical questions in the end-of-chapter assignments to offer content at a higher difficulty level and provided online math

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problems so students can practice and master their skills. Many In the News features have been added and numerous Case Studies and FYI features have been updated to reflect current world trends. Put quite simply, after listening to Canadian students and instructors across the country and by offering the most robust teaching and learning solution available, this is our best edition yet. Focus on student engagement through Real World exercises and applications. The number-one question students of economics ask themselves is, "Why am I here, and will I ever use this?" Hubbard/O'Brien answers this question by demonstrating that real businesses use economics to make real decisions everyday. This is something all students can connect to, whether they're business majors or not, because students encounter businesses in their daily lives. By building

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from the specific example to the general case this text fosters student engagement. It delivers complete economics coverage using many fresh, lively, real-world examples from newspapers, magazines, Web sites, and professional journals from around the world. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. Students, if interested in purchasing this title with MyEconLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyEconLab, search for: 0134624688 / 9780134624686 Microeconomics, Second Canadian Edition Plus MyEconLab with Pearson eText -- Access Card Package Package consists of: 0134431278 / 9780134431277 Microeconomics, Second Canadian

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When it comes drawing on enduring economic principles to explain current economic realities, there is no one readers trust more than Paul Krugman. With his bestselling introductory textbook (now in a new edition) the Nobel laureate and New York Times columnist is proving to be equally effective in the classroom, with more and more instructors in all types of schools using Krugman's signature storytelling style to help them introduce the fundamental principles of economics to all kinds of students.

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Exploring Microeconomics

Professor Tony Myatt of The University of New

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Krugman/Wells,

maintaining the structure

and spirit of the U.S.

edition but adapting it in a

way that appeals to the

Canadian market. In almost

every instance, U.S. data

sets and experience have

been supplanted by

Canadian data sets and

experiences. Because of the

heavy reliance on

macroeconomic data,

Macroeconomics: Canadian

Edition is much more extensively changed than the Canadian edition of Microeconomics.

Betsey Stevenson and Justin Wolfers present a new synthesis of economic principles for a new generation of students. Their focus on useful economics employs compelling explanations and real-life examples to help students develop economic intuition and apply it to everyday decisions. The authors provide a fresh take on a wide range of principles topics and develop

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macroeconomics from its microfoundations in an engaging presentation that has drawn enthusiastic reviews from hundreds of instructors and thousands of students in pre-publication class-tests. This text is available in Achieve, a new, integrated online learning system that features powerful tools for each step of the Learning Path: pre-class, in-class, and post-class.

This special edition of Greg Mankiw's intermediate macroeconomics textbook takes the same approach that made the parent text a

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bestseller, but with coverage shaped to address fiscal policy, monetary/exchange-rate policy, deficit reduction, and other critical economic issues from the uniquely Canadian perspective. Like Mankiw's Macroeconomics, the Canadian edition teaches fundamentals by relating theoretical concepts to big issues and policy debates, but illustrates those ideas and discussions with examples and cases from Canada, as well as research by Canadian economists. Canada in the Global

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study of economics requires a different

style of thinking from what you may

encounter in other courses. Economists

make extensive use of assumptions to

break down complex problems into

simple, analytically manageable parts.

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This analytical style, while not ultimately more demanding than the styles of thinking in other disciplines, feels unfamiliar to most students and requires practice. Our experience has taught us that what first-year economics students want most from a FlexText is help in mastering course material to do well on examinations. We have developed this FlexText to respond specifically to that demand. Microeconomics: Canadian Edition Macmillan Higher Education Exploring Microeconomics, fifth Canadian edition, offers students a lively, back-to-the basics approach designed to take the intimidation out of economics. With its short, self-contained learning units and its carefully chosen pedagogy, graphs, and

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photos, this text helps students master and retain the principles of economics. In addition, the current-events focus and modular format of presenting information makes Exploring Microeconomics a very student-accessible and user-friendly text. Driven by more than 70 years of combined experience teaching the economic principles course, the dedication and enthusiasm of Bob Sexton, Peter Fortura, and Colin Kovacs shine through in Exploring Microeconomics. As with previous editions of Exploring Microeconomics, attention has been paid to the structure and layout of each chapter to ensure that the material is presented in as clear and consistent a manner as possible. In addition, special attention has been

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given to the numerous examples and illustrations presented in each chapter to ensure that they are meaningful and relevant to today's student. The end-of-chapter For Your Review questions and problems have been continued in this edition. Blueprint Problems, the review feature introduced in the previous edition, have been retained and have undergone revision to ensure they continue to provide relevant and meaningful insight into the methodologies surrounding key economic concepts. As in the previous edition, all Blueprint Problems are accompanied by full and annotated solutions. Also returning in this fifth Canadian edition are the Debate and Business Connection features. Both have undergone revision and updating.

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While their content has been revised, the purpose of each remains the same--Debate features are designed to promote in-class discussion and self-exploration, and Business Connection features are designed to highlight the link between economic theory and business principles.

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edition focuses on important
concepts and analyses necessary
for students in an introductory

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economics course. The learning material follows Mankiw ' s approach of providing a balance of Keynesian analyses of the short run and classical views of the long run. The table of contents focuses on the 10 core principles of economics to provide students with a clear understanding of the discipline. With an approachable, student-friendly writing style this resource allows all types of students to quickly grasp economic concepts and build a strong understand of how economics applies to the real world. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

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