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Essentials of Economics, 7/e

Bradley R. Schiller, American University

www.mhhe.com/schilleressentials7e

2009 • 978-0-07-128348-9 • 448 pages

Essentials of Economics, 7e is the market leader for the one-semester survey course. It provides a solid introduction to the core concepts of economics with an emphasis on real-world examples and current events. Essentials has earned its popular success because it is free of the abstract and complex theory that requires more time than this course allows. Instead, the text is clean and concise, with many examples of significance to students today, including Headlines and Policy Perspectives that use current events to help illustrate the topics discussed. This real-world policy emphasis is a distinctive feature of Schiller’s text and is integral to its dominance of the survey text market.

Essentials of Economics, 2/e

Stanley L. Brue, Pacific Lutheran University
Campbell R. McConnell, University of Nebraska-Lincoln
Sean Masaki Flynn, Vassar College

www.brue2e.com

2009 • 978-0-07-017266-1 • 528 pages

Building on the tremendous success of their best-selling Principles of Economics text, Brue, McConnell, and Flynn have revised their one-semester text to provide a fresh alternative. This 18-chapter textbook utilizes clear and careful language along with pedagogy and topic discussion suited to the needs of one-semester course. Brue/McConnell/Flynn is a patient, substantive treatment of micro and macro economics for the one-semester course with many up-to-date, motivating examples.

Economics: The Basics

Michael Mandel, BusinessWeek Magazine

www.mhhe.com/mandelbasics1e

2009 • 978-0-07-128039-6 • 544 pages

Economics: The Basics is one of the first books on the market to be constructed “from the ground up” specifically for the 1-term survey course. Mike Mandel, Chief Economist for BusinessWeek magazine, has written this text in a journalistic style, drawing upon BusinessWeek articles and experience throughout the text to deliver the basics of economics and develop a students’ economic literacy. Mandel’s current examples, journalistic writing style and accessible math will help instructors overcome the common challenges of this course, and make the material more approachable and attractive to students.
Principles of Economics, 4/e

Robert H. Frank, Cornell University
Ben S. Bernanke, Princeton University (formerly)

www.mhhe.com/fb4e
2009 • 978-0-07-128542-1 • 928 pages

Features

• An Emphasis on Seven Core Principles: By focusing almost exclusively on these principles, the text assures that students leave the course with a deep mastery of them.

• Active Learning Stressed: New ideas are introduced in the context of simple examples and then follow them with applications showing how they work in familiar settings. Exercises are posed that both test and reinforce the understanding of these ideas. The end-of-chapter questions and problems are carefully crafted to help students internalize and extend core concepts.

• Economic Naturalism: Our ultimate goal is to produce economic naturalists—people who see each human action as the result of an implicit or explicit cost-benefit calculation. The economic naturalist sees mundane details of ordinary existence in a new light and becomes actively engaged in the attempt to understand them.

• Modern Microeconomics: Economic surplus, introduced in Chapter 1 and employed repeatedly thereafter, is more fully developed here than in any other text. This concept underlies the argument for economic efficiency as an important social goal. Rather than speak of trade-offs between efficiency and other goals, we stress that maximizing economic surplus facilitates the achievement of all goals.

• Modern Macroeconomics: Recent developments have renewed interest in cyclical fluctuations without challenging the importance of such long-run issues as growth, productivity, the evolution of real wages, and capital formation.

Table of contents

Part 1: Introduction
1: Thinking like an Economist
2: Comparative Advantage
3: Supply and Demand

Part 2: Competition and the Invisible Hand
4: Elasticity
5: Demand
6: Perfectly Competitive Supply
7: Efficiency and Exchange
8: The Invisible Hand in Action

Part 3: Market Imperfections
9: Monopoly, Oligopoly, and Monopolistic Competition
10: Games and Strategic Behavior
11: Externalities and Property Rights
12: The Economics of Information

Part 4: Economics of Public Policy
13: Labor Markets, Poverty, and Income Distribution
14: The Environment, Health, and Safety
15: Public Goods and Tax Policy

Part 5: Macroeconomics: Data and Issues
16: Spending, Income, and GDP
17: Inflation and the Price Level
18: Wages and Unemployment

Part 6: The Economy in the Long Run
19: Economic Growth
20: Saving, Capital Formation, and Financial Markets
21: The Financial System, Money, and Prices

Part 7: The Economy in the Short Run
22: Short-Term Fluctuations
23: Spending and Output in the Short Run
24: Stabilizing the Economy: The Role of the Federal Reserve
25: Aggregate Demand and Aggregate Supply
26: Macroeconomic Policy

Part 8: The International Economy
27: Exchange Rates and the Open Economy
28: International Trade and Capital Flows

Supplements
978-0-07-728729-0 (Instructor’s Resource CD)
978-0-07-336271-7 (Study Guide)
This text is noted for three great strengths: readability, policy orientation, and pedagogy. His accessible writing style engages students and brings some of the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. This strategic choice is highlighted throughout the full range of micro and international issues, and every chapter ends with a policy issue that emphasizes the markets vs. government dilemma. Schiller teaches economics in a relevant context, filling his chapters with the real facts and applications of economic life.

Features

- **Competitive Dynamics**: Schiller puts great emphasis on the power of competitive markets to raise incomes, improve products, and advance technology. It is the only text with two chapters on competition. The first presents the traditional theory of the competitive firm; the second focuses on the dynamic processes of competitive markets.

- **The Great Recession of 2008-09: The Economy Today** has been thoroughly revised to address the realities of the current economic climate. The recent GDP contraction not only re-invigorated both student and faculty interest in business cycles, but provided scores of fresh illustrations of cyclical forces and policy responses.

- **The Obama Presidency**: The new “Economist in Chief” has changed the tone and substance of economic policy. Almost every chapter in The Economy Today refers to the goals and choices associated with the Obama administration, and Congressional Budget Office analyses of Obama’s 2009 stimulus package enliven the fiscal policy debate.

- **Updated Examples and Applications**: Such as the 2009 cigarette-tax hike, Manny Ramirez’s new Dodger’s contract, President Obama’s 2008 tax return, Sales impact of PlayStation3 price cuts, and 2009 Live Nation concert monopoly.

- **GDP streamlined**: Ch. 2 includes a streamlined description of GDP for better understanding, and Ch. 5 has clarified the explanation of Real GDP calculations so that student are better able to grasp and apply the concepts.

- **Global Coverage**: Schiller examines how the United States, as well as every nation in the world, is part of a global or “open” economy. Chapter 2 offers a unique global comparison on economic performance.

- **Assurance of Learning Ready**: You can use our test bank software, EZ Test and EZ Test Online, or Connect Economics to easily query for learning outcomes/objectives that directly relate to the learning objectives for your course.

**Table of contents**

1: Economics: The Core Issues
2: The U.S. Economy: A Global View
3: Supply and Demand
4: The Role of Government
5 National-Income Accounting
6: Unemployment
7: Inflation
8: The Business Cycle
9: Aggregate Demand
10: Self-Adjustment or Instability?
11: Fiscal Policy
12: Deficits and Debt
13: Money and Banks
14: The Federal Reserve System
15: Monetary Policy
16: Supply-Side Policy: Short-run Options
17: Growth and Productivity: Long-run Possibilities
18: Theory versus Reality
19: Consumer Demand
20: The Costs of Production

21: The Competitive Firm
22: Competitive Markets
23: Monopoly
24: Oligopoly
25: Monopolistic Competition
26: (De)Regulation of Business
27: Environmental Protection
28: The Farm Problem
29: The Labor Market
30: Labor Unions
31: Financial Markets
32: Taxes: Equity versus Efficiency
33: Transfer Payments: Welfare and Social Security
34: International Trade
35: International Finance
36: Global Poverty

**Supplements**

978-0-07-724742-3 (Study Guide)
Written in an informal colloquial style, this student-friendly Principles of Economics textbook does not sacrifice intellectual depth in its quest for accessibility. The author’s primary concern is to instill ‘economic sensibility’ in the student. Colander emphasizes the intellectual and historical context to which the economic models are applied.

Features

- **Cutting Edge and Modern:** Colander includes a look at the prevailing micro- and macroeconomic models used in the discipline today to explore the recent economic development.

- **Focus on Policy Creation:** The Eighth Edition takes a close look at how behavioural economics is used to shape current legislation and policies.

- **Institutions and History:** pays homage to the institutions and history that have shaped the discipline over the years.

- **Spotlight on Modeling:** Colander presents a principles-level look at modelling and the crucial role it plays in modern economics.

- **Three new chapters on modern economics** can be simply assigned to the students but not lectured on because they are self-contained. In addition, the game theory chapter has been moved up in the book and made independent of the oligopoly chapter.

- **The micro chapters** are reorganized to put more policy up front and to better fit modern economics.

- **Chapter on financial crisis:** A new chapter on the financial crisis brings the students up to date on what’s happening with the financial crisis that hit the economy in late 2008. This chapter relates those current events with the models and policy discussion of earlier chapters.

- **The end-of-chapter questions and exercises have been made auto gradable,** so that they can be assigned and graded either as homework or as problem sets, without the professor having to do the grading.

Table of contents

1. Economics and Economic Reasoning
2. The Production Possibility Model, Trade, and Globalization
3. Economic Institutions
4. Supply and Demand
5. Using Supply and Demand
6. Thinking Like a Modern Economist
7. Describing Supply and Demand: Elasticities
8. Taxation and Government Intervention
9. International Trade Policy, Comparative Advantage, and Outsourcing
10. The Logic of Individual Choice: The Foundation of Supply and Demand
11. Game Theory, Strategic Decision Making, and Behavioral Economics
12. Production and Cost Analysis I
13. Production and Cost Analysis II
14. Perfect Competition
15. Monopoly
16. Monopolistic Competition and Oligopoly
17. Real-World Competition and Technology
18. Antitrust Policy and Regulation
19. Work and the Labor Market
19W: Nonwage and Asset Income: Rents, Profits, and Interest
20. Who Gets What? The Distribution of Income
21. Market Failure versus Government Failure
21W: Politics and Economics: The Case of Agricultural Markets
22. Behavioral Economics and Modern Economic Policy
23. Microeconomic Policy, Economic Reasoning, and Beyond
24. Economic Growth, Business Cycles, Unemployment, and Inflation
25: Measuring the Aggregate Economy
26: Growth, Productivity, and the Wealth of Nations
27: The Aggregate Demand/Aggregate Supply Model
28: The Multiplier Model
29: Thinking Like a Modern Macroeconomist
30: The Financial Sector and the Economy
31: Monetary Policy
32: Financial Crises, Panics, and Macroeconomic Policy
33: Inflation and the Phillips Curve
34: Deficits and Debt
35: The Modern Fiscal Policy Dilemma
36: International Financial Policy
37: Macro Policy in a Global Setting
38: Macro Policies in Developing Countries

Supplements

978-0-07-337588-5 (Study Guide)
Economics, 18/e is the leading Principles of Economics textbook. It continues to be innovative while teaching students in a clear, unbiased way. The 18th 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 economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Features

• **A Patient, Step-by-Step Approach:** Realizing that for most students, this is their first introduction to economics, the authors take a patient, step-by-step approach to teaching the material.

• **Two-Path Macro:** Realizing that different teachers teach macro in different ways, the authors have extensively reorganized and revised Chapters 8, 9, and 10 to provide two alternative paths through the macro.

• **Multiple-choice “Quick Quizzes” to accompany the Key Graphs:** Graphs that have special relevance are labeled “Key Graphs,” and each includes a multiple-choice quiz.

• **Extensive Glossary:** Over 30 pages with 1000 entries.

• **Figure Legends:** Legends accompanying diagrams are often in-depth self-contained analyses of the concepts. The legends are quick synopses of important ideas. They help the students understand the visual representations more fully.

• **Four New Chapters:** Four chapters—two micro and two macro—are new to *Economics*.

• **Contemporary Discussions and Examples:** The 18/e refers to and discusses many current topics.

### Table of contents

**Part 1: Introduction to Economics and the Economy**


**Part 2: Microeconomics of Product Markets**

6: Elasticity, Consumer Surplus, and Producer Surplus. 7: Consumer Behavior. 8: The Costs of Production. 9: Pure Competition. 10: Pure Monopoly. 11: Monopolistic Competition and Oligopoly

**Part 3: Microeconomics of Resource Markets**


**Part 4: Microeconomics of Government**

16: Government and Market Failure. 17: Public Choice Theory and the Economics of Taxation

**Part 5: Macroeconomic Issues and Policies**


**Part 6: GDP, Growth, and Instability**


**Part 7: Macroeconomic Models and Fiscal Policy**


**Part 8: Money, Banking, and Monetary Policy**

31: Money and Banking. 32: Money Creation. 33: Interest Rates and Monetary Policy. 34: Financial Economics

**Part 9: Extensions and Issues**

35: Extending the Analysis of Aggregate Supply. 36: Current Issues in Macro Theory and Policy

**Part 10: International Economics**

37: International Trade. 38: Exchange Rates, Balance of Payments, and Trade Deficits. 38W: The Economics of Developing Countries

**Supplements**

978-0-07-336883-2 (Instructor’s Resource CD)
978-0-07-336880-1 (Study Guide)
Steve Slavin’s lively and comprehensive Economics text incorporates a student-friendly Workbook/Study Guide into the main text, increasing interactivity. This text offers a step-by-step approach to math to encourage active learning on the students’ part. Students will complete tables, draw graphs, solve numerical problems, and do economic analysis as they read the text. To follow up their in-chapter learning, tear-out worksheets are available at the end of each chapter. Instructors and students appreciate the author’s humorous anecdotes, direct language, and easy conversational style.

Table of contents
1: A Brief Economic History of the United States
2: Resource Utilization
3: The Mixed Economy
4: Supply and Demand
5: The Household-Consumption Sector
6: The Business-Investment Sector
7: The Government Sector
8: The Export-Import Sector
9: Gross Domestic Product
10: Economic Fluctuations, Unemployment, and Inflation
11: Classical and Keynesian Economics
12: Fiscal Policy and National Debt
13: Money and Banking
14: The Federal Reserve and Monetary Policy
15: A Century of Economic Theory
16: Economic Growth and Productivity
17: Demand, Supply, and Equilibrium
18: The Price Elasticities of Demand and Supply
19: Theory of Consumer Behavior
20: Cost
21: Profit, Loss, and Perfect Competition
22: Monopoly
23: Monopolistic Competition
24: Oligopoly
25: Corporate Mergers and Antitrust
26: Demand in the Factor Market
27: Labor Unions
28: Labor Markets and Wage Rates
29: Rent, Interest, and Profit
30: Income Distribution and Poverty
31: International Trade
32: International Finance

Paul A. Samuelson’s text was first published in 1948, and it immediately became the authority for the principles of economics courses. The book continues to be the standard-bearer for principles courses, and this revision continues to be a clear, accurate, and interesting introduction to modern economics principles. Bill Nordhaus is now the primary author of this text, and he has revised the book to be as current and relevant as ever.

Table of contents
1: The Fundamentals of Economics
2: Markets and Government in a Modern Economy
3: Basic Elements of Supply and Demand
4: Applications of Supply and Demand
5: Demand and Consumer Behavior
6: Production and Business Organization
7: Analysis of Costs
8: Analysis of Perfectly Competitive Markets
9: Imperfect Competition and Monopoly
10: Competition Among the Few
11: Economics of Uncertainty
12: How Markets Determine Incomes
13: The Labor Market
14: Land, Natural Resources, and the Environment
15: Capital, Interest, and Profits
16: Government Taxation and Expenditure
17: Efficiency vs. Equality: The Big Tradeoff
18: Comparative Advantage and Protectionism
19: Overview of Macroeconomics
20: Measuring Economic Activity
21: Consumption and Investment
22: Business Fluctuations and the Theory of Aggregate Demand
23: Money and Financial Markets
24: Central Banking and Monetary Policy
25: Economic Growth
26: The Challenge of Economic Development
27: Exchange Rates and the International Financial System
28: Open-Economy Macroeconomics
29: Unemployment and the Foundations of Aggregate Supply
30: Inflation
31: The Frontiers of Macroeconomics
**Economics, 9/e**

David Begg, Imperial College, University of London  
Rudiger Dornbusch, Late of Massachusetts Institute of Technology  
Stanly Fischer  

www.mcgraw-hill.co.uk/textbooks/begg  
2008 • 978-0-07-711787-0 • 752 pages

*Economics* is the definitive economics textbook, providing students with the essential coverage for their economic principles course. This edition continues to engage with the latest theoretical developments in economics. With a host of data and examples throughout, the new revision encourages students to apply their learning in a real-world context.

**Foundations of Economics, 4/e**

David Begg, Imperial College, University of London  

www.mcgraw-hill.co.uk/textbooks/begg  
2009 • 978-0-07-712188-4 • 432 pages

*Foundations of Economics, 4/e* is ideal for students taking introductory economics modules as part of an interdisciplinary course. Building on the success of the third edition, the book provides accessible overviews of key economic topics, interweaving these with real-world examples and practical activities to equip students to think for themselves.

**Economics for Business, 3/e**

David Begg, Imperial College, University of London  
Damian Ward, Bradford University  

www.mcgraw-hill.co.uk/textbooks/begg  
2010 • 978-0-07-712473-1 • 560 pages

*Economics for Business, 3/e* is an essential introduction to economics, tailor-made for business students. The text demonstrates the relevance of applying economics principles to solve business problems, using a unique business first approach. Key economic theories are clearly explained within the context of modern business, drawing on a wealth of contemporary examples to bring the topics to life. The pedagogy allows students to consolidate their learning and equips them with the economic tools to confront real business situations.
Microeconomics and Behavior, 8/e covers the essential topics of microeconomics while exploring the relationship between economics analysis and 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”.

Features

- **New coverage of the efficient markets hypothesis**: This behavioral analysis of the hypothesis has been added to Chapter 15, helping students understand the implications of consumer confidence on stock prices.

- **Cleaner, more streamlined aesthetic** that mirrors the core principles approach of the text. The design has also been pedagogically enriched to include pictures illustrating the economic naturalist examples that are a hallmark of the text, making it more accessible to students than ever.

- **Fully updated throughout**: All examples and data have been carefully examined and updated throughout the text, and the supplement program has undergone a similar treatment.

- **Economic Naturalism** teaches students to use economic principles to explain everyday details of ordinary existence. Throughout the text, Economic Naturalist examples help develop economic intuition and demonstrate the relevance of economics.

- **An exceptionally clear writing style** engages students in the fundamentals of microeconomics.

- **End-of-chapter exercises and problems** closely linked with the text’s concepts and examples help students more readily relate the economic concepts to the pedagogy.

- **Bonus Online Chapter**: A chapter on General Equilibrium and Market Efficiency is included on the Online Learning Center, keeping the text concise while offering professors the option to cover the chapter.

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**Part 1: Introduction**
1: Thinking Like an Economist
2: Supply and Demand

**Part 2: The Theory of Consumer Behavior**
3: Rational Consumer Choice
4: Individual and Market Demand
5: Applications of Rational Choice and Demand Theories
6: The Economics of Information and Choice under Uncertainty
7: Explaining Tastes: The Importance of Altruism and Other Nongeoistic Behavior
8: Cognitive Limitations and Consumer Behavior

**Part 3: The Theory of the Firm and Market Structure**
9: Production
10: Costs
11: Perfect Competition
12: Monopoly
13: Imperfect Competition: A Game-Theoretic Approach

**Part 4: Factor Markets**
14: Labor
15: Capital

**Part 5: Externalities, Public Good, and Welfare**
16: Externalities, Property Rights, and the Coase Theorem
17: Government
Microeconomics

B. Douglas Bernheim, Stanford University
Michael D. Whinston, Northwestern University

Microeconomics focuses on the core principles of the intermediate microeconomic course: individuals and firms making decisions, competitive markets, and market failures. An accessible text that does not require knowledge of calculus, Microeconomics utilizes examples and integrates topics that will stimulate and motivate students.

Features

• Incorporates real world applications and examples that students can relate to.
• Authors use a clear and engaging writing style – a style that all students can get excited about. When they bring up a topic they explain why it matters.
• A series of example problems are provided to help students apply the issues discussed in the chapters.

Table of contents

Part 1: Introduction
1: Introduction
2: Supply and Demand
3: Balancing Benefits and Costs

Part 2: Individual Decision Making
4: Principles and Preferences
5: Constraints, Choices, and Demand
6: From Demand to Welfare
7: Technology and Production
8: Cost
9: Profit Maximization
10: Choices Involving Time
11: Choices Involving Risk
12: Choices Involving Strategy
13: Behavioral Economics

Part 3: Markets
14: Equilibrium and Efficiency
15: Market Intervention
16: General Equilibrium, Efficiency, and Equity
17: Monopoly
18: Pricing Policies
19: Oligopoly
20: Externalities and Public Goods
21: Information Imperfections

Supplements
978-0-07-329121-5 (Study Guide)

Macroeconomics, 10/e

Rudiger Dornbusch, Late of Massachusetts Institute of Technology
Stanley Fischer, Bank of Israel
Richard Startz, University of Washington

Dornbusch, Fischer, and Startz has been a long-standing, leading intermediate macroeconomic theory text since its introduction in 1978. This revision retains most of the text’s traditional features, including a middle-of-the-road approach and very current research, while updating and simplifying the exposition. This revision focuses on making the text even easier to teach from. The only pre-requisite continues to be principles of economics.

Table of contents

Part 1: Introduction and National Income Accounting
1: Introduction
2: National Income Accounting

Part 2: Growth, Aggregate Supply and Demand, and Policy
3: Growth and Accumulation
4: Growth and Policy
5: Aggregate Supply and Demand
6: Aggregate Supply: Wages, Prices, and Unemployment
7: The Anatomy of Inflation and Unemployment
8: Policy Preview

Part 3: First Models
9: Income and Spending
10: Money, Interest, and Income
11: Monetary and Fiscal Policy
12: International Linkages

Part 4: Behavioral Foundations
13: Consumption and Saving
14: Investment Spending
15: The Demand for Money
16: The Fed, Money, and Credit
17: Policy
18: Financial Markets and Asset Prices

Part 5: Big Events, International Adjustments, and Advanced Topics
19: Big Events: The Economics of Depression, Hyperinflation, and Deficits
20: International Adjustment and Interdependence
21: Advanced Topics
Managerial Economics: Foundations of Business Analysis and Strategy, 10/e

Christopher R. Thomas, University of South Florida
S. Charles Maurice, (deceased)

www.mhhe.com/thomas10e
2010 • 978-0-07-122120-7 • 768 pages

Managerial Economics has always been a self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 10th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

Table of contents
Part 1: Some Preliminaries
1: Managers, Profits, and Markets
2: Demand, Supply, and Market Equilibrium
3: Marginal Analysis for Optimal Decisions
4: Basic Estimation Techniques
Part 2: Demand Analysis
5: Theory of Consumer Behavior
6: Elasticity and Demand
7: Demand Estimation and Forecasting
Online Topic 1: Estimating and Forecasting Industry Demand for Price-Taking Firms
Part 3: Production and Cost Analysis
8: Production and Cost in the Short Run
9: Production and Cost in the Long Run
10: Production and Cost Estimation
Online Topic 2: Linear Programming
Part 4: Profit-Maximization in Various Market Structures
11: Managerial Decisions in Competitive Markets
12: Managerial Decisions for Firms with Market Power
13: Strategic Decision Making in Oligopoly Markets
Part 5: Advanced Managerial Decision Making
14: Advanced Pricing Techniques
Online Topic 3: Pricing Multiple Products Related in Production
15: Decisions under Risk and Uncertainty
16: Government Regulation of Business
Online Topic 4: The Investment Decision

Managerial Economics & Business Strategy, 7/e

Michael Baye, Indiana University-Bloomington

www.mhhe.com/baye7e
2010 • 978-0-07-126744-1 • 640 pages

Managerial Economics and Business Strategy, 7/e remains the best-selling managerial economics textbook which continues to provide students with the tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. This book is known for its real-world examples, frontier research, inclusion of modern topics not found in other managerial books, as well as balanced coverage of traditional and modern microeconomic tools. The Seventh Edition retains all of the key signature features of previous editions and incorporates new features to enhance students’ learning experiences and make it easier to teach from the book. These include updated headlines, new and updated inside business applications, and new end-of-chapter material.

Table of contents
1: The Fundamentals of Managerial Economics
2: Market Forces: Demand and Supply
3: Quantitative Demand Analysis
4: The Theory of Individual Behavior
5: The Production Process and Costs
6: The Organization of the Firm
7: The Nature of Industry
8: Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets
9: Basic Oligopoly Models
10: Game Theory: Inside Oligopoly
11: Pricing Strategies for Firms with Market Power
12: The Economics of Information
13: Advanced Topics in Business Strategy
14: A Manager’s Guide to Government in the Marketplace
Case Study: Challenges at Time Warner

Supplements
978-0-07-724574-0 (Study Guide)
International Economics, 7/e

Dennis R. Appleyard, Davidson College
Alfred J. Field, University of North Carolina
Steven L. Cobb, University of North Texas

www.mhhe.com/appleyard7e
2010 • 978-0-07-017268-5 • 800 pages

International Economics, 7/e is a textbook that offers a consistent level of analysis and treatment of the two main subdivisions of international economics: international trade theory and policy and international monetary theory and policy. As the authors write this edition, the world has become painfully aware that increased globalization links countries together strongly in times both of recession and prosperity. The growing awareness of the importance of international issues is also evidenced in increased student interest in such issues, particularly those related to employment, international working conditions, and equity.

Table of contents
1: The World of International Economics
2: Early Trade Theories: Mercantilism and the Transition to the Classical World of David Ricardo
3: The Classical World of David Ricardo and Comparative Advantage
4: Extensions and Tests of the Classical Model of Trade
5: Introduction to Neoclassical Trade Theory: Tools to Be Employed
6: Gains from Trade in Neoclassical Theory
7: Offer Curves and the Terms of Trade
8: The Basis for Trade: Factor Endowments and the Heckscher-Ohlin Model
9: Empirical Tests of the Factor Endowments Approach
10: Post-Heckscher-Ohlin Theories of Trade and Intra-Industry Trade
11: Economic Growth and International Trade
12: International Factor Movement
13: The Instruments of Trade Policy
14: The Impact of Trade Policies
15: Arguments for Interventionist Trade Policies
16: Political Economy and U.S. Trade Policy
17: Economic Integration
18: International Trade and the Developing Countries
19: The Balance-of-Payments Accounts
20: The Foreign Exchange Market
22: The Monetary and Portfolio Balance Approaches to External Balance
23: Price Adjustments and Balance-of-Payments Disequilibrium
24: National Income and the Current Account
25: Economic Policy in the Open Economy Under Fixed Exchange Rates
26: Economic Policy in the Open Economy Under Flexible Exchange Rates
27: Fixed or Flexible Exchange Rates?
28: The International Monetary System: Past, Present, and Future

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