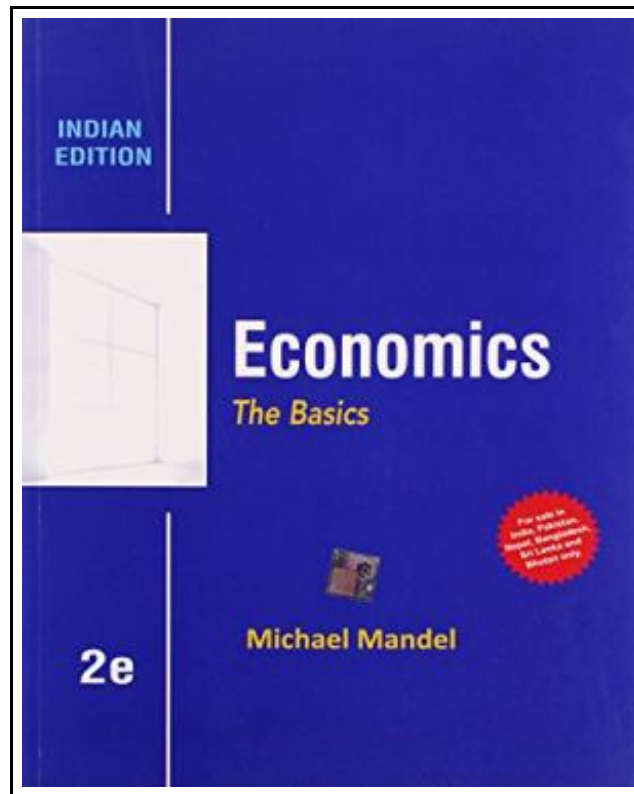


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ECONOMICS: THE BASICS (SECOND EDITION)



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McGraw Hill Education, 2013. Softcover. Book Condition: New. 2nd edition. Mandel`s Economics: The Basics combines the traditional news values of immediacy and impact with a layer of educational explanation to provide a window into what`s happening in the current economy. Michael Mandel, the former Chief Economist for BusinessWeek magazine, now Chief Economist at Visible Economy LLC, writes in a journalistic style, drawing upon news articles and experience throughout the text to present economic concepts in a way that is understandable, relevant, and exciting for a broad audience. The 2nd edition`s core approach focuses on developing a student`s economic literacy without overwhelming and providing a window into what`s happening in the economy right now including globalisation and the aftermath of the financial crisis. Mandel`s current examples, journalistic writing style, and accessible presentation of math and graphs will help instructors overcome the common challenges of this course, and make the material more approachable and attractive to a wide range of students. Contents: Chapter 1 Introduction Appendix: The Basics of Graphs Chapter 2 Demand and Supply: The Basics of the Market Economy Chapter 3 Market Equilibrium and Shifts Chapter 4 How Businesses Work Chapter 5 Competition and Market Power Chapter 6 Government and the Economy Appendix: Delving Deeper into Microeconomics Chapter 7 The First Step into Macroeconomics Chapter 8 Inflation Chapter 9 Growth Chapter 10 Business Cycles, Unemployment and Inflation Chapter 11 Fiscal Policy Chapter 12 Monetary Policy Appendix: Delving Deeper into Macroeconomics Chapter 13 The Financial Markets Chapter 14 International Trade Chapter 15 Technological Change Chapter 16 Economics of the Labor Market Chapter 17 The Distribution of Income Chapter 18 Economics of Retirement and Healthcare Chapter 19 Economics of Energy, the Environment, and Global Climate Change Glossary Photo Credits Index Printed Pages: 0.



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