

2019



ECONOMICS

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# CONTENTS

|                             |     |
|-----------------------------|-----|
| Principles of Economics     | 4-5 |
| Intermediate Microeconomics | 6   |
| Intermediate Macroeconomics | 6   |
| Managerial Economics        | 6   |
| Econometrics                | 7   |
| Health Economics            | 7   |
| History of Economic Thought | 7   |
| Financial Markets           | 7   |
| Environmental Economics     | 7   |
| International Economics     | 7   |



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# PRINCIPLES OF ECONOMICS

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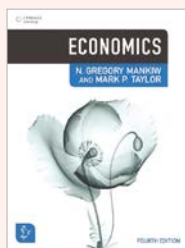
## Economics

4th Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School,  
Washington University

© 2017 | 9781473725331

*Economics* by N. Gregory Mankiw and Mark P. Taylor is now firmly established as one of the leading economics principles texts in the UK and Europe. The authors' clear writing style and the balance of theory, practice and case studies provide students with a comprehensive introduction to economics. A chapter focusing on the Financial Crisis and its aftermath enables students to reflect on the post-crisis world, creating opportunities for discussion and debate. MindTap provides a wealth of resources and support including assignable assessment tasks, videos, case studies and more.



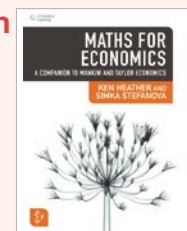
## Maths for Economics: A Companion to Mankiw and Taylor Economics

4th Edition

**Ken Heather**, Portsmouth University  
**Simka Stefanova**, American College

© 2017 | 9781473725423

*Maths for Economics: A Companion to Mankiw and Taylor Economics* assumes very little prior knowledge of mathematics and is essential reading for increasing students' understanding of the subject. Applying mathematics in context, this text will help students to gain a deeper comprehension of economics. Following the structure of the 4th edition of Mankiw and Taylor's *Economics*, this text can be used alongside Mankiw and Taylor but it may also be used independently as a useful guide for any economics course requiring maths knowledge.



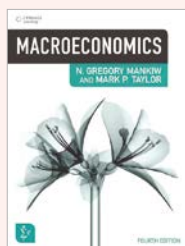
## Macroeconomics

4th Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School,  
Washington University

© 2017 | 9781473725362

The latest edition of *Macroeconomics* by N. Gregory Mankiw and Mark P. Taylor is one of the leading introductory texts to macroeconomics for students in the UK and Europe. The broad range of topics such as central bank operations, inflation targeting and the Phillips curve, reflect the current economic issues faced across the world. A chapter focusing on the Financial Crisis and its causes enables students to reflect on the post-crisis world, creating opportunities for discussion and debate.



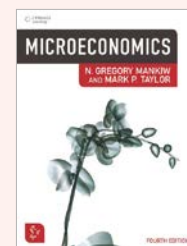
## Microeconomics

4th Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School,  
Washington University

© 2017 | 9781473725393

The fourth edition of *Microeconomics* by N. Gregory Mankiw and Mark P. Taylor is the essential introductory text to microeconomics for students in the UK and Europe. The balance of economic theory, practice and case studies and the clear writing style provide students with a comprehensive introduction to microeconomics. The broad range of topics and theories ensure students gain different perspectives on economic issues including feminist and Marxist interpretations.



## ABOUT THE AUTHORS

### N. Gregory Mankiw

N. Gregory Mankiw is the Robert M. Beren Professor of Economics at Harvard University. He studied economics at Princeton University and MIT. Professor Mankiw is a prolific writer and a regular participant in academic and policy debates. His research includes work on price adjustment, consumer behaviour, financial markets, monetary and fiscal policy, and economic growth.

# PRINCIPLES OF ECONOMICS

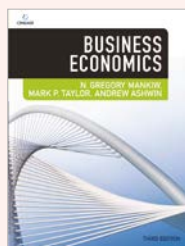
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## Business Economics

3rd Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School, Washington University  
**Andrew Ashwin**

© 2019 | 9781473762770



*Business Economics* brings together three authors with extensive experience in teaching both business and economics students. The textbook offers a clear and easy-to-read guide to the practical uses of economics in a business environment. Recent examples and cases demonstrate the key economic issues facing the business world today. Now covering the global economy, Brexit, the gig economy and international trade theories, the third edition ensures students are up to date with the latest developments. The textbook features "What If..." scenarios and "Self Test" boxes to provide students with a useful revision aid. Also available with MindTap, which has additional assessment questions that make it easier for students to revise and test their learning.

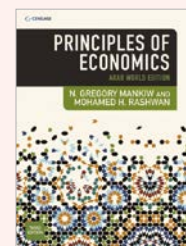
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## Principles of Economics: Arab World Edition

3rd Edition

**N. Gregory Mankiw**, Harvard University  
**Mohamed H. Rashwan**, The British University in Egypt

© 2018 | 9781473749504



The Arab World edition of N. Gregory Mankiw's *Principles of Economics* is essential reading for economics students in Arab League countries, or those with any interest in Islamic Finance. Following on from the successful second edition, the text contains updated case studies, news articles and features, which focus on the Arab World. It also includes Mankiw's classic ten principles approach to economics - introduced in Chapter one and then referenced throughout the book, designed to help build a framework for understanding. This text is designed to give students the confidence and ability to think like an economist.

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## Microeconomics

2nd Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School, Washington University  
**Ronney Ncwadi**, Nelson Mandela University

© 2018 | 9781473763463



This dedicated South African edition of N. Gregory Mankiw's *Microeconomics* combines up-to-date South African content and examples with a contemporary approach to the study of economic theory. It is ideal for use with the microeconomics component of MBA courses. The text contains updated case studies, news articles and features, which focus on the South African context.

**New for 2019: MindTap Apla provides a wealth of resources and support including assignable assessment tasks, videos, case studies and more.**

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## Macroeconomics

2nd Edition

**N. Gregory Mankiw**, Harvard University  
**Mark P. Taylor**, Olin Business School, Washington University  
**Celeste Campher**, University of the Free State  
**Ronney Ncwadi**, Nelson Mandela University

© 2018 | 9781473763524



This text is essential reading for all students taking introductory macroeconomics modules in South Africa at undergraduate or MBA level. Case studies and examples, set against a South African context, illustrate the principles of economics for students. The news articles are based on events in South Africa and include questions to help students apply their knowledge and build their understanding.

**New for 2019: MindTap Apla provides a wealth of resources and support including assignable assessment tasks, videos, case studies and more.**

## Mark P. Taylor

Mark P. Taylor is Dean of the Olin Business School, Washington University and was previously Dean of Warwick Business School at the University of Warwick. He obtained his first degree in philosophy, politics and economics from Oxford University and his master's degree in economics from London University. His research has been extensively published in scholarly journals and he is today one of the most highly cited economists in the world.

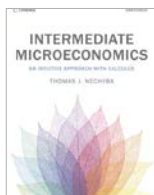
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## Intermediate Microeconomics : An Intuitive Approach with Calculus

1st Edition

**Thomas J. Nechyba**, Duke University

© 2018 | 9781473759008



This adaptation of Thomas Nechyba's popular text presents a European, Middle East and African perspective. This edition follows Professor Nechyba's five primary goals for any microeconomics course by presenting microeconomics as a way of looking at the world, showing students how and why the world works, how to think more clearly and develop conceptual thinking skills, providing a flexible learning style and a roadmap for further study.

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## Intermediate Macroeconomics

1st Edition

**Robert J. Barro**, Harvard University  
**Angus C. Chu**, Fudan University  
**Guido Cozzi**, University of St. Gallen

© 2017 | 9781473725096



This edition of Robert Barro's textbook has been specifically adapted for Europe, the Middle East and Africa and reflects the macroeconomics of a post-financial crisis world. Starting with long-run macroeconomics, this text explores some of the key theories and models in macroeconomics such as the Keynesian model and the business-cycle model, finishing with extending the equilibrium model to the open economy. *Intermediate Macroeconomics* provides an accurate and unified presentation of current macroeconomic thought whilst maintaining Professor Barro's original vision for his textbook.

# MANAGERIAL ECONOMICS

NEW EDITION

## Managerial Economics

15th Edition

**Mark Hirschey**, University of Kansas  
**Eric Bentzen**, Copenhagen Business School  
**Carsten Scheibye**, Copenhagen Business School

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The new edition of *Managerial Economics* shows students how to use quantitative methods and economic analysis alongside common sense to better understand business and address managerial issues. The textbook's integrative approach demonstrates that important business decisions are interdisciplinary and involve collaboration between multiple business functions. The text features updated real-world cases and practical illustrations to ensure students understand economic concepts and how they relate to business decisions. Practice questions are included at the end of each chapter.

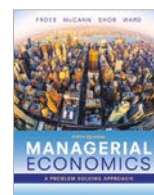
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## Managerial Economics: A Problem Solving Approach

5th Edition

**Luke M. Froeb**, Vanderbilt University  
**Brian T. McCann**, Vanderbilt University  
**Michael R. Ward**, University of Texas  
**Mike Shor**, University of Connecticut

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Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA students. Froeb/McCann/Ward/Shor's *Managerial Economics* offers a succinct, fast-paced, yet challenging approach full of invaluable insights. This edition incorporates less maths and fewer technical models, graphs and figures than traditional managerial economics texts, while emphasizing the real decisions that today's managers face daily. The latest economic updates keep students abreast of the most recent economic developments and current economic challenges worldwide. Students will learn how to apply economic theory to even the most formidable business challenges.

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## Managerial Economics: Applications, Strategy and Tactics

14th Edition

**James R. McGuigan**, JRM Investments  
**R. Charles Moyer**, University of Louisville  
**Frederick H.deB. Harris**, Wake Forest University

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*Managerial Economics: Applications Strategy, and Tactics* enables students to learn how to think analytically and make better business decisions. This edition illustrates how today's effective managers apply economic theory and techniques to solve real-world problems. It offers a comprehensive approach with cutting-edge coverage of important and relevant management topics.

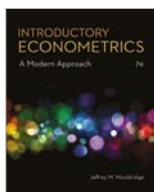
# ECONOMETRICS

NEW EDITION Available with MINDTAP

## Introductory Econometrics: A Modern Approach

7th Edition

**Jeffrey M. Wooldridge**, Michigan State University  
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Now in its seventh edition, this textbook takes a refreshingly practical approach to econometrics. Wooldridge expertly demonstrates how empirical researchers apply econometric methods to answer today's questions in business, policy evaluation and forecasting. The text incorporates more than 100 data sets in different formats, enabling students to put their learning into practice. This edition includes the latest developments in econometrics, including the recent advances in the so-called "causal effects" or "treatment effects". Features step-by-step videos to assist students to resolve key questions, an updated data set handbook and a revised instructor's manual.

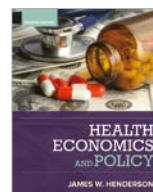
# HEALTH ECONOMICS

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## Health Economics and Policy

7th Edition

**James W. Henderson**, Baylor University  
© 2018 | 9781337106757



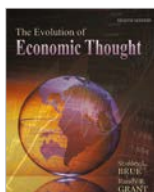
Clearly demonstrate to your students how microeconomic principles apply to health care delivery and its policies with the 7th edition of *Health Economics and Policy*. This essential text explores the changing nature of health care, the social and political issues, and the future of health care delivery and finance. The author also teaches students to analyze public policy from an economic perspective. By delivering significant economic content in a highly accessible manner, *Health Economics and Policy* is appropriate for students taking economics degrees as well as non-specialists.

# HISTORY OF ECONOMIC THOUGHT

## The Evolution of Economic Thought

8th Edition

**Stanley Brue**  
**Randy Grant**, Linfield College  
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In this scholarly and timely presentation of the history of economic thought, new ideas, evidence, problems and values are used to reconsider basic disputes and major contributions of the past. *The Evolution of Economic Thought* covers the history of economics, the philosophies that drive the economic way of thinking, the ideas of the great economic thinkers and their logical connections to the world. The text demonstrates how Robert Solow's pioneering model can be used to discuss the renewed emphasis on growth theory and technological change and explores antitrust perspectives and game theory.

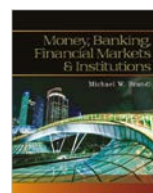
# FINANCIAL MARKETS

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## Money, Banking, Financial Markets and Institutions

1st Edition

**Michael W. Brandl**, The Ohio State University  
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Brandl's *Money, Banking, Financial Markets and Institutions* brings key financial concepts to life in a clear, concise manner. Students will be able to clearly see the links between macroeconomics and the money and banking course as they examine financial entities in detail, using the recent economic crisis as a backdrop. This unique, inviting book reads almost as a conversation that encourages students to discuss and debate these important concepts.

# ENVIRONMENTAL ECONOMICS

## Environmental Economics and Management: Theory, Policy, and Applications

6th Edition

**Scott J. Callan**, Bentley University  
**Janet M. Thomas**, Bentley University  
© 2013 | 9781111826673



This text provides an applied, practical approach to environmental economic theory complemented by real-world issues and examples. Undergraduate or MBA students gain a clear perspective of the relationship between market activity and the environment. This text integrates a strong business perspective into the development of environmental decision making. Students learn to use economic analytical tools, such as market models, benefit-cost analysis, and risk analysis, effectively to assess environmental problems and to evaluate policy solutions.

# INTERNATIONAL ECONOMICS

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## International Economics

16th Edition

**Robert J. Carbaugh**, Central Washington University  
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*International Economics* uses a wealth of contemporary examples and practical applications to vividly demonstrate the relevance of the theory to real-world economic issues and policy questions. The author presents discussions, both verbally and graphically, making the text highly understandable even for students who have little economics background. This edition reflects a range of economic issues, from deindustrialization and declining oil prices to foreign exchange market rigging and deflation and the Eurozone, keeping your instruction both current and interesting.



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