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PART 1: Introduction 1. The nature of the economy 2. Deficit and world of compromises 3. Demand and supply 4. Expanding supply and demand analysis 5. Public spending and public choice 6. Public Sector Funding PART 2: Introduction to Macroeconomics and Economic Growth 7. Macroeconomics: Unemployment, Inflation and Deflation 8. Measuring the productivity of the economy 9. Global Economic Growth and Development PART 3: Real GDP Definition and Fiscal Policy 10. Real GDP and price levels in the long term 11. Classic and Keynesian macroanalysis 12. Consumption, real GDP and multiplier 13. Fiscal policy 14. Deficit of spending and public debt PART 4: Money, stabilization and growth 15. Money, Banking and Central Bank 16. Domestic and international aspects of monetary policy 17. Stabilization in the integrated world economy 18. Politics and Prospects for Global Economic Growth PART 5: Microeconomics Size 19. The elasticity of supply and demand is 20. Consumer Choice 21. Rent, Profit and Financial Environment OF PART 6: Market Structure, Resource Allocation and Regulation 22. Firm: Cost and exit definition 23. Perfect contest 24. Monopoly 25. Monopoly competition 26. Oligopoly and Strategic Behavior 27. Regulation and Antitrust Policy in the Global Economy PART 7: Workforce and Environment 28. Labour market: supply, supply and outsourcing 29. Trade unions and the labor market monopoly Power 30. Income, poverty and health care 31. Part 8: Global Economy 32. Comparative advantage and open economy 33. Exchange rates and balance of payments for courses on the general economy. This package includes MyLab Economics. Economics about living through real-world applications Students learn best when they see concepts applied to examples from their daily lives, so that the economy today addresses real, cutting-edge issues, making it easier to educate students. The text shows students how economics is the front and center of their daily lives, providing them with many ways to evaluate their understanding of the key concepts covered in each chapter. The 19th edition also includes a new focus on behavioral economics, along with all-new challenges, vignettes, and features that attract students and help them focus on central ideas in today's economy. Personalize learning with MyLab Economy MyLab™ Economics online homework, tutorial and evaluation programs designed to work with this text to engage students and improve results. In their structured environment, students practice what they learn, test their understanding, and pursue a personalized learning plan that helps them better absorb course material and understand difficult concepts. Personalize Learning with MyLab Economy MyLab™ Economics Online Homework, Tutorial and Score designed to work with this text to engage students and improve results. In a structured environment, students are students what they learn, test their understanding, and conduct a personalized study plan that helps them better absorb course material and understand difficult concepts. The improved eText keeps students engaged in learning in due course, helping them achieve a greater conceptual understanding of the course material. The examples, animations, and interactive textbooks will enable learning, and algorithmic practice allows students to apply the very concepts they read about. Combining resources that illuminate content with affordable self-esteem, MyLab Economics with Advanced eText provides students with a complete digital learning experience - all in one place. And with the Pearson eText 2.0 mobile app (available for name selection), students can now access the expanded eText and all its functionality from their computer, tablet or mobile phone. Because students' progress syncs in all their devices, they can stop what they do on one device and pick up again later on another without breaking their stride. Updated! Image Animations provide step-by-step step guidance to individual shapes. Seventy percent of all figures are animated. The animation drawing has been updated to reflect the changes in the 19th edition. The concept of Validation at the end of each section act as a rate of beats that encourage students to stop and test their understanding of the underlying terms and concepts before moving on to the next section. Consisting of multiple questions with multiple options, true/false or filled, they help students evaluate their progress through sections to better prepare for homework, quizzes, and exams. Self Checks, in the form of several filled in blank questions at the end of each Learning Objective section, allow students to test their understanding of key concepts that they have just read before moving on. The answers to all questions are available in MyLab Economics. The Video for Each Issues and Apps section expands key points and real feature applications and links key chapter concepts to real-world examples. The videos contain visuals such as photos and graphics that help crystallize key herds for the student. Real-time data analysis (RTDA) exercises allow instructors to assign problems that use the most up-to-date data. Each RTDA exercise downloads relevant and up-to-date available data from FRED™, comprehensive and up-to-date datasets supported by the Federal Reserve Bank of St. Louis. Exercises are evaluated based on this instance of data, and feedback is provided. Updated! The graphs are updated with real-time data from FRED, so that students can observe the changing impact of these important variables on the economy. Digital interactive programs. Economic principles are not ideas, and studying them, too, should not be! Digital Interactives is a dynamic and attractive assessment activity that promotes critical thinking and the application of key economic principles. Every digital interactive has progressive levels and it takes about 20 minutes to study, apply, compare and analyze each topic. Many digital interactive features include real-time FRED data that allows professors and students to display the most up-to-date data on key macro variables as graphs and tables. Digital interactive programs can be appointed and evaluated by MyLab Economics, or used as a lecture tool to encourage participation, classroom talk and group work. Personalized learning. Not every student learns the same or the same speed. With a growing need to speed through many courses, it is more important than ever to meet students where they are studying. Personalized learning at MyLab Economics gives you the flexibility to incorporate the approach that best suits your course and your students. The curriculum acts as a teacher, providing personalized recommendations to each of your students based on his or her ability to master the learning goals in your course. This allows students to focus their time on learning, identifying the exact areas they need to consider, and allowing them to use individual practices and tutorials such as videos, eText, tutorials, and more to get them back on track. Using the report available in Gradebook, you can tailor the lecture course to prioritize content where students need the most support, offering you a better idea of class and individual performance. Dynamic learning modules help students learn effectively on their own, constantly assessing their activity and performance in real time. Here's how it works: Students complete a set of questions with a unique answer format that also asks them to indicate their level of trust. The questions are repeated until the student can answer them all correctly and confidently. Once the dynamic modules are completed, the concept is explained using text materials. They are available as graded tasks to class, and are available on smartphones, tablets and computers. New functions! Instructors can now remove questions from dynamic training modules to better match their course. Algorithmically generated homework helps students better understand the language of economics and prepare for quizzes and tests with instant feedback. Draw-graph exercises provide a diverse and productive practice. Interactive tutorials such as Help Me Solve This and Teach Me explaining help students get the right way when they need it. News Articles are available for class and destination use and ask students to recognize and apply economic concepts in real events. These latest articles and free discussion questions are posted weekly to bring news in class. Experiments that are flexible, easy to assign, automatically graded and available in single and multiplayer versions make learning interesting and fun. Reporting dashboard. It is easy to view, analyze and report the results of training, as well as to receive information, information, throughout the course, with a new reporting panel. Available through Gradebook and fully mobile ready-made, the report panel presents student performance data at the class, section, and program level in an accessible, visual manner. New functions! File test items. Nearly 500 new MyLab economics appointees have been added to this edition, expanding the database of questions to an average of more than 100 questions per chapter. New functions! Exercises on mathematical review. MyLab Economics currently offers a rich array of appointed and automatically graded exercises covering fundamental mathematical concepts aimed specifically at the principles and intermediate economics students. Aimed at improving student confidence and success, our new review of Head R math skills is available from the destination manager and contains over 150 schedules, algebra and calculus exercises for homework, quizzes and test use. Offering students economics warm-up math assignments, math recovery, or math exercises within any level of assignment has never been easier! Help on the subject. MyLab Economics homework and practical questions correlate with the textbook, they create algorithmically to give students unlimited opportunities for practice and skill, and they offer useful feedback when students enter incorrect answers. Issues include managed solutions and other multimedia resources for additional help at point of view. Current Exercise news. Every week, the current microeconomic and macroeconomic news accompanying the exercises is put into MyLab Economics. Appointed and automatically graded, these multi-commentary exercises ask students to recognize and apply economic concepts to real events. Learning catalytics™ The way you create a discussion class, set up a lecture, and promote peer-to-peer learning through real-time analytics. As a student response tool, Learning Catalytics uses student smartphones, tablets or laptops to engage them in more interactive tasks and thinking. New functions! Load the full PowerPoint deck® to easily create slide questions. New functions! Team names are no longer sensitive. Help your students develop critical thinking skills. Monitor the answers to find out where your students are struggling. Rely on real-time data to adjust your learning strategy. Automatically groups of students for discussion, teamwork and peer-to-peer learning. About NEW! AND EXPANDED! Focus on behavioral economics. The theory of limitless rationality forms the basis of behavioral economics. This theory is expanded in the introductory chapter, several macro chapters and a number of micro chapters. More importantly, in accordance with the desire applicability of the theory, each chapter in the 19th edition has an example of behavioral economics. New functions! Problems end chapter. At the end of each chapter, there are six to eight new problems, many of which are based on interactive graphs in the chapter. They require students to apply their critical thinking skills learned from New functions! Opening vignettes about the serious application of each chapter theory with the ongoing Problems and Application feature at the end of each chapter is new to this edition. Learning goals accompany each main section of the chapter to help focus understanding of students' reading and allow self-esteem to ensure that students understand key concepts. New functions! Grabber Did you know that the feature starts with each chapter. New functions! The various examples are classified into three categories, and each has three links from which the information was received: ExamplePolicy ExampleBehavioral ExampleInternational Example NEW! What to do if the features are included in each chapter. New functions! You Are There features show students how real people are responding to policy changes and changes in our economic environment. Domestic themes and events are presented through thought-telling discussions. Important political issues help students understand public debate. Examples of global and international policies underscore the continuing importance of international perspectives and policies. The fundamental points at the end of each chapter provide students with a summary of the most important concepts they need to understand for each chapter, raising the level of storage. Links and quotes for all in-text examples are provided for further study by teachers and students. Critical analysis issues and web resources provide additional opportunities for discussion and study. The proposed answers to critical analysis are in the Instructor's Guide. The instructor's guide contains additional practice and assigned questions for each chapter topic, to further understand the student's content. End-of-hapter's summary shows students what they need to know and where to go to MyLab™ for more practice. Self Checks encourage student interaction and provide an opportunity for them to test their understanding before moving on. Personalize learning with MyLab Economy MyLab™ Economics online homework, tutorial and evaluation programs designed to work with this text to engage students and improve results. In their structured environment, students practice what they learn, test their understanding, and pursue a personalized learning plan that helps them better absorb course material and understand difficult concepts. 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Offering students economics warm-up math assignments, math recovery, or math exercises within any level of assignment has never been easier! About the book Focus on Behavioral Economics. The theory of limitless rationality forms the basis of behavioral economics. This theory is expanded in the introductory chapter, several macro chapters and a number of micro chapters. More importantly, in accordance with the desire to show the applicability of the theory, each chapter in the 19th edition has an example of behavioral economics. Problems end chapter. At the end of each chapter, there are six to eight new problems, many of which are based on interactive graphs in the chapter. They require students to apply their critical thinking skills learned from the chapter. Opening vignettes about the serious application of each chapter theory with the ongoing Problems and Application feature at the end of each chapter is new to this edition. 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