ECONOMICS

Learning Solutions from Cengage
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MindTap is a digital learning solution that allows you to easily customise and combine learning tools such as readings, video content, activities and assessments to create a personalised learning path for your students. Auto-grading and real-time analytics save you time in setting and grading assessments and actively monitoring your students’ progress.

MindTap for Economics gives you complete control of your course – to provide engaging content, to challenge every individual, and to empower student success. With MindTap you have complete ownership of your content to deliver a seamless student experience that aligns exactly with the way that you teach your course.

Find out more at cengage.co.uk/education/MindTap

Aplia is an online assessment, learning and teaching tool that significantly improves outcomes and elevates thinking by increasing student effort and engagement. Developed by educators and used by more than 1 million students, Aplia assignments connect concepts to the real world and focus on the unique course challenges facing Economics students.

Aplia, which is fully integrated with the text, includes comprehensive online interactive problem sets, analyses, tutorials, experiments, and critical-thinking exercises to give students hands-on application. Based on discovery learning, Aplia requires students to take an active role in the learning process – helping them improve their understanding of Economics and ability to relate to the Economics concepts presented.

Find out more at cengage.co.uk/education/aplia
N. Gregory Mankiw is the Robert M. Beren Professor of Economics at Harvard University. He studied economics at Princeton University and MIT. Dr. Mankiw is a prolific writer and a regular participant in academic and policy debates. His research includes work on price adjustment, consumer behavior, financial markets, monetary and fiscal policy, and economic growth.

Maths for Economics: A Companion to Mankiw and Taylor Economics
4th Edition
Heather & Stefanova
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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. Applying the mathematics in context, this text will help to illuminate economics for students. 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.

Microeconomics
4th Edition
Mankiw & Taylor
© 2017 | 9781473725393
The fourth edition of Microeconomics has been thoroughly updated, making it more relevant to your teaching and assessment needs. New topics and theories have been added, including feminist and Marxist interpretations of economic issues.

Macroeconomics
4th Edition
Mankiw & Taylor
© 2017 | 9781473725362
Macroeconomics has been thoroughly updated to reflect modern thinking in Economics. There has been extensive re-writing and revision of the macroeconomics content to reflect changes in the field, whilst retaining the book’s reputation for clarity, authority and real world relevance.
Business Economics
2nd Edition
Mankiw/Taylor/Ashwin
© 2016 | 9781473722446
Business Economics brings together three authors with extensive experience in teaching both business and economics students. Using relevant examples and cases designed to engage the non-specialist student, the book provides a strong business focus to clearly explain economic theory and concepts. Lively and engaging features help promote learning and thinking like an economist in the business environment.

New Edition
Principles of Economics: Arab World Edition
3rd Edition
Mankiw & Rashwan
© 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.

New Edition
Microeconomics: South Africa Edition
2nd Edition
Mankiw/Taylor/Ncwadi
© 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. The text contains updated case studies, news articles and features, which focus on the South African context.

New Edition
Macroeconomics: South Africa Edition
2nd Edition
Mankiw/Taylor/Campher/Ncwadi
© 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.

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Managerial Economics

Managerial Economics
14th Edition
Hirschey & Bentzen
© 2016 | 9781473709263

The economic concepts presented in Managerial Economics demonstrate how to use common sense to understand business and solve managerial problems. This innovative text helps students to sharpen their economic intuition. With its unique integrative approach, the text demonstrates that important business decisions are interdisciplinary, illustrating how different functions work together. A basic valuation model is constructed and used as the underlying economic model of the firm; each topic is then related to an element of the value maximization model—a process that shows how management integrates accounting, finance, marketing, personnel and production functions. The text also provides an intuitive guide to marginal analysis and basic economic relations.

Managerial Economics: Applications, Strategies and Tactics
14th Edition
Mcguigan/Moyer/Harris
© 2017 | 9781305506381

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

Intermediate Microeconomics

Intermediate Microeconomics: An Intuitive Approach with Calculus
1st Edition
Nechyba
© 2018 | 97814737359008

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 by finally providing a roadmap for further study.

Intermediate Macroeconomics

Intermediate Macroeconomics
1st Edition
Barro/Chu/Cozzi
© 2018 | 9781473725096

This edition of Robert Barro's 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.
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 the latest 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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