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4th Edition
N. Gregory Mankiw, Harvard University
Mark P. Taylor, Olin Business School,
Washington University
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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.

Macroconomics

4th Edition
N. Gregory Mankiw, Harvard University
Mark P. Taylor, Olin Business School,
Washington University
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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.

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Business Economics

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

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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.

Microeconomics

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 Aplia provides a wealth of resources and support including assignable assessment tasks, videos, case studies and more.

Macroeconomics

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

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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 Aplia 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.
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.

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.

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.
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.

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