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Economics - Gary E. Clayton
1988-01-01

Complex Contracting -
Trevor L. Brown 2013-08-08
Complex Contracting draws on core social science concepts to provide wide-ranging practical advice on how best to manage complex acquisitions. Using a strong analytical framework, the authors assess contract

management practices, suggesting strategies for improvement and ways to avoid the pitfalls of managing contracts for large and sophisticated projects. An in-depth analysis of the US Coast Guard's Deepwater program is included to illustrate ways to respond to real-world contracting challenges. This high-profile and controversial

case consisted of a projected 25-year, \$24 billion contract through which the US Coast Guard would buy a system of new boats, aircraft, communications, and control architecture to replace its aging fleet. The authors explore the reasons why this program, launched with such promise, turned out so poorly, and apply the lessons learned to similarly complex contracting scenarios. This engaging and accessible book has broad applicability and will appeal to policymakers, practitioners, scholars and students.

Principles of Microeconomics -

Karl E. Case 2012

For the one semester principles of microeconomics course.

Reviewers tell us that Case/Fair is one of the all-time bestselling POE texts because they trust it to be clear, thorough and complete.

Principles of Macroeconomics -

N. Gregory Mankiw 2016-12-05

Now readers can master the principles of macroeconomics with the help of the most popular introductory book in

economics today that is widely used around the world -- Mankiw's PRINCIPLES OF MACROECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the material that readers are likely to find most interesting about the economy, particularly if they are studying economics for the very first time. Reader discover interesting coverage of the latest relevant macroeconomic developments with real-life scenarios, useful economic facts, and clear explanations of the many ways macroeconomic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. *Principles of Microeconomics* - N. Gregory Mankiw 2011-02-07 PRINCIPLES OF MICROECONOMICS, Sixth Edition, became a best seller after its introduction and continues to be the most popular and widely used text in the economics classroom.

Instructors found it the perfect complement to their teaching. A text by a superb writer and economist that stressed the most important concepts without overwhelming students with an excess of detail was a formula that was quickly imitated, but has yet to be matched. The sixth edition features a strong revision of content in all twenty-two chapters. Dozens of new applications emphasize the real-world relevance of economics for today's students through interesting news articles, realistic case studies, and engaging problems. The premier ancillary package is the most extensive in the industry, using a team of instructors/preparers that have been with the project since the first edition. The text material is again fully integrated into Aplia, the best-selling online homework solution. I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about

the study of the economy.-N. Gregory Mankiw. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of Economics - N. Gregory Mankiw 2018

"Provide an approachable, superbly written introduction to economics that allows all types of students to quickly grasp economic concepts and build a strong foundation with Mankiw's popular *Principles of Economics*, 8E. The most widely-used text in economics classrooms worldwide, this book covers only the most important principles to avoid overwhelming students with excessive detail. Extensive updates feature relevant examples to engage students. MindTap and Aplia digital course solutions are available to improve student engagement and retention with powerful student-focused resources. Within MindTap, students can use the highly acclaimed Graph Builder and Adaptive Test Prep features. All

content has been carefully crafted around understanding student needs at key moments in your course. A team of award-winning teaching economists have added more relevance, engagement, and interactivity to teaching resources in this book's ancillary package, already the most commanding in the industry."--

Principles of Microeconomics - N. Gregory Mankiw 2013-10-07
I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy.??N. Gregory Mankiw. Principles of Microeconomics became an instant best seller with its first edition and continues to be the most popular and widely used text in the economics classroom. Instructors found it to be the perfect complement to their teaching. A text authored by world-class writers and economists that stressed the most important concepts without overwhelming students

with an excess of detail was a formula that was quickly imitated, but has yet to be matched. The sixth Canadian edition of Principles of Microeconomics continues with this approach and has been carefully revised to ensure its contents are current and its examples reflect the interests and concerns of the Canadian student market. Responding to reviewers who requested additional but unobtrusive mathematics support, we have supplemented four chapters with new appendices. We have also included more technical questions in the end-of-chapter assignments to offer content at a higher difficulty level and provided online math problems so students can practice and master their skills. Many In the News features have been added and numerous Case Studies and FYI features have been updated to reflect current world trends. Put quite simply, after listening to Canadian students and instructors across the country and by offering the most robust teaching and learning solution available, this

is our best edition yet.
Principles of Macroeconomics for AP® Courses - Steven A. Greenlaw 2015-08-18
Principles of Macroeconomics for AP® Courses covers scope and sequence requirements for an Advanced Placement® macroeconomics course and is listed on the College Board's AP® example textbook list. The text covers classical and Keynesian views, with a prominent section on the Expenditure-Output model to align to the AP® curriculum. The book offers a balanced approach to theory and application, and presents current examples to students in a politically equitable way. Principles of Macroeconomics for AP® Courses PDF and web view versions have been updated to include current FRED (Federal Reserve Economic) data.

Intermediate

Microeconomics - Hal R. Varian 2011

Study Guide for Mankiw S Principles of Economics, 7th - N. Gregory Mankiw 2013-12-09

David R. Hakes (University of Northern Iowa) has prepared a study guide that will enhance your success. Each chapter of the study guide includes learning objectives, a description of the chapter's context and purpose, a chapter review, key terms and definitions, advanced critical-thinking questions, and helpful hints for understanding difficult concepts. You can develop your understanding of the material by doing the practice problems and answering the short-answer questions. Then you can assess your mastery of the key concepts with the self-test, which includes true/false and multiple-choice questions.
Economics: Principles And Applications - N. Gregory Mankiw 2008-01-01

Economics - Nicholas Gregory Mankiw 2011

The latest book from Cengage Learning on Economics

Intermediate

Microeconomics with Calculus: A Modern Approach - Varian, Hal R.

2016-04-29

From Google's chief economist, Varian's best-selling intermediate microeconomics texts are revered as some of the best in the field. And now students can work problems online with Smartwork5, Norton's online homework system, packaged at no additional charge with the Media Update Editions. In addition to online homework, the texts now include four-color graphs and new interactive animations.

Emerging ICT Policies and Regulations - V. Sridhar

2019-09-26

This book constructs both educational and research arguments on various dimensions of Information and Communication Technology (ICT) policy and regulation. There has been a paradigm shift in the ICT industry due to convergence of various technologies, the ubiquity of the Internet, the emergence of app economy and the pervasiveness of social media. These pose policy and regulatory challenges in the

areas of industry structure, market power of firms, pricing of products and services, interconnection of networks, radio spectrum management, intellectual property rights, data privacy and security. The common thread throughout the different sections of the book is the massive adoption of digitization by individuals, enterprises, governments and societies and the critical role of associated regulation and policy for its success. The book addresses 13 important questions in the areas of: i) Telecom Regulation including bundling of products and services, interconnection, and radio spectrum; (ii) Internet Regulation including governance of the Internet, Net Neutrality, quality of service, and cyber security; (iii) App Economy Regulation including Over The Top communication and broadcast services, ICT platform intermediation, sharing economy, data protection and privacy; and (iv) Emerging Technology Regulation including Artificial Intelligence and Intellectual

Property Rights. The book explains technology and related regulatory concepts in an easy-to-read format and includes brief case studies describing the regulatory approaches from different countries. Specific focus is given to the regulatory landscape in India surrounding these questions and the lessons for similar emerging countries. Written in the form of contemporary questions and answers, this unique book appeals to researchers in ICT policy and regulation, regulators and policymakers, as well as students interested in the subject area. "The book comprehensively covers the current and emerging policy and regulatory issues relating to ICT, especially as applicable to India. Further, it provides a theoretical framework for analysing each regulatory issue along with practical implications. A good reference for researchers, regulators and policy makers." - Dr R.S. Sharma, Chairman, Telecom Regulatory Authority of India. "This book by Professor

Sridhar provides an excellent overview of the challenges that the world faces in coping with the dynamic new emerging digital technologies that affect the way we work, play and communicate with each other. As the internet and mobile telephony becomes more ubiquitous and accessible to everyone regardless of socio-economic class, ICT can be used for good or for mischief. The book lays out the issues of regulating global ICT and policies that governments should adopt to enable its productive and positive use." - Dr G Anand Anandalingam, Ralph J. Tyser Professor of Management Science, Robert H. Smith School of Business, University of Maryland, U.S.A. "Using problem-centric approach successfully opens the complexity of ICT regulation to a wider audience. Through cleverly chosen topical case examples the book links the problems of Indian and international ICT markets." - Dr Hämmäinen Heikki, Professor, Department of Communications and

Networking, Aalto University, Finland. "Prof Sridhar is a Thought Leader in the Telecom space and I have enjoyed my interaction with him over the years. This book is an excellent compendium looking at the main regulations and policies with reference to the ICT sector. It serves as a ready reckoner for new entrants and professionals alike, providing global and local perspectives on topics that impact the growing Digital Economy." - P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Limited, India "Emerging ICT Policies and Regulations: Roadmap to Digital Economies is a must read for understanding essential questions regarding ICT Policy and Regulation as digitization develops locally and globally. With useful information on the case of India (and other countries), the book provides a clear, comprehensive, and cogent capture of relevant concepts and practices as well as emerging challenges. Powerful illustrations make concrete the

nuance of regulatory approaches and provide added value for the reader." - Dr. Nanette S. Levinson, Professor, Internet Governance Lab, School of International Service, American University, USA, "Reference books are usually an important source of information but they are often not very readable. I am glad to say that Prof. Sridhar has managed to produce a very-well written account of ICT regulation and policies with a focus on India, and the result is a comprehensive and interesting volume with a number of very useful chapters; many of them easily digested on their own. The book is highly recommended for members of the internet and telecommunications industries, regulators and researchers." - Dr Jairo Gutierrez, Professor and Deputy Head, Engineering Computer and Mathematical Sciences, Auckland University of Technology, New Zealand. "Professor Sridhar's book provides the required regulatory theory and

framework on 13 most important issues of the digital economy and provides guidance for setting policies and rules. A comprehensive reference for students and practitioners in the area of ICT regulation." - Dr S Sadagopan, Director and Professor, International Institute of Information Technology Bangalore, India "Emerging ICT Policies and Regulations puts together invaluable and timely research in mapping and analysing the various issues faced by digital economy in India. Prof Sridhar has captured the most pressing issues in it, pertaining to Competition Law and Policy, Intellectual Property Rights, net neutrality, data privacy, regulating OTT services etc., not just comprehensively, but in a reader friendly way. A must read for anyone wanting to get insights on the numerous challenges involved in optimally regulating ICT driven services". - Pradeep S Mehta, Secretary General, Consumer Unity & Trust Society International, India "The Book

is a very exhaustive and excellent collection of contemporary issues & challenges on Policy & Regulation that the Digital Economy is likely to grapple with in the coming years. The research on each of these issues which precedes the suggested outcome (by the author) is very comprehensive and includes detailed analysis of the pros and cons, global best practices in the area of Policy Regulation in other Regimes , how the Indian context differs from the others and therefore , how it could possibly be addressed. " - TV Ramachandran, President, Broadband India Forum, India "Whether it is spectrum auction or license fee; net neutrality or interconnection; cybersecurity or privacy; Sridhar peels off layers and presents underlying tensions within the fast-paced technological revolution and rather slow evolution of policy & regulation." - Deepak Maheshwari, Former Secretary - ISP Association of India, Co-Founder - National Internet

eXchange of India, Former Chair - IEEE Internet Initiative, India. "An encyclopedic mapping of regulatory challenges and solutions for the sector by the always insightful Prof. Sridhar.

Through a single book, he provides an accessible guide to a plurality of regulations impacting the various layers of the OSI model." - Sunil Abraham, Executive Director, Centre for Internet & Society, India

Principles of Economics - N. Gregory Mankiw 2011-02-10
PRINCIPLES OF ECONOMICS, Sixth Edition, became a best seller after its introduction and continues to be the most popular and widely used text in the economics classroom. Instructors found it the perfect complement to their teaching. A text by a superb writer and economist that stressed the most important concepts without overwhelming students with an excess of detail was a formula that was quickly imitated, but has yet to be matched. The sixth edition features a strong revision of

content in all thirty-six chapters. Dozens of new applications emphasize the real-world relevance of economics for today's students through interesting news articles, realistic case studies, and engaging problems. The premier ancillary package is the most extensive in the industry, using a team of instructors/preparers that have been with the project since the first edition. The text material is again fully integrated into Aplia, the best-selling online homework solution. I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy.--N. Gregory Mankiw. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Macroeconomics and the Financial System - N.

Gregory Mankiw 2010-11-08

Watch this video interview with

Greg Mankiw and Larry Ball discussing the future of the intermediate macroeconomics course and their new text. Check out preview content for Macroeconomics and the Financial System here. The financial crisis and subsequent economic downturn of 2008 and 2009 was a dramatic reminder of what economists have long understood: developments in the overall economy and developments in the financial system are inextricably intertwined. Derived and updated from two widely acclaimed textbooks (Greg Mankiw's Macroeconomics, Seventh Edition and Larry Ball's Money, Banking, and the Financial System), this groundbreaking text is the first and only intermediate macroeconomics text that provides substantial coverage of the financial system.

Principles of Economics - Alfred Marshall 1898

Macroeconomics - N. Gregory Mankiw 2019-10-16

This special edition of Greg

Mankiw's intermediate macroeconomics text takes the same approach that made the parent text a bestseller, with coverage shaped to address fiscal policy, monetary and exchange-rate policy, deficit reduction, and other critical economic issues from the uniquely Canadian perspective. Like Mankiw's Macroeconomics, the Canadian edition teaches fundamentals with exceptional clarity by relating theoretical concepts to vital issues and policy debates, while illustrating those ideas with examples, cases, and research from Canada and Canadian researches. The new edition is significantly updated, with a streamlined version of Greg's hallmark approach and powerful new digital learning options.

A Reconsideration of the Theory of Non-Linear Scale Effects - Richard G. Lipsey
2018-03-22

The main thrust of this Element is a critical assessment of the theory and evidence concerning the sources of scale effects. It is argued that the

analysis of static scale effects is important because scale effects are embedding in our world, and new technologies associated with an evolving economy often allow their exploitation when they cannot be exploited in less technically advanced and smaller economies. So, although static equilibrium theory is not a good vehicle for studying economic growth, showing how scale effects operate when output varies with given technology helps us to understand the scale effects that occur when output rises as a result of economic growth, even though that is typically driven by technological change.

[Principles of Microeconomics](#) - Joshua Gans 2020-09-25

Principles of Microeconomics 8th edition focuses on important concepts and analyses necessary for students in an introductory economics course. The learning material follows Mankiw's approach of providing a balance of Keynesian analyses of the short run and classical views of the

long run. The table of contents focuses on the 10 core principles of economics to provide students with a clear understanding of the discipline. With an approachable, student-friendly writing style this resource allows all types of students to quickly grasp economic concepts and build a strong understand of how economics applies to the real world. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools

cengage.com.au/mindtap

Principles of

Macroeconomics - N. Gregory Mankiw 2020-01-01

Now you can master the principles of macroeconomics with the help of the most popular introductory book in economics trusted by students of economics worldwide -- Mankiw's PRINCIPLES OF MACROECONOMICS, 9E. Using a clear, inviting writing style, this book emphasizes only material that helps you better understand the world and economy in which you live.

You learn to become a more astute participant in today's economy with a strong understanding of both the potential and limits of economic policy. The latest, relevant examples throughout this edition bring today's macroeconomic principles to life, as acclaimed author Gregory Mankiw explains, I tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that readers find interesting about the study of the economy. Real scenarios, useful economic facts, and clear explanations demonstrate how macroeconomic concepts play a role in the decisions you make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of Macroeconomics - Douglas Curtis 2021

"Principles of Macroeconomics is an adaptation of the textbook, *Macroeconomics: Theory, Markets, and Policy* by

D. Curtis and I. Irvine, and presents a complete and concise examination of introductory macroeconomics theory and policy suitable for a first introductory course. Examples are domestic and international in their subject matter and are of the modern era — financial markets, monetary and fiscal policies aimed at inflation and debt control, globalization and the importance of trade flows in economic structure, and concerns about slow growth and the risk of deflation, are included. This textbook is intended for a one-semester course, and can be used in a two-semester sequence with the companion textbook, *Principles of Microeconomics*. The three introductory chapters are common to both textbooks."--BCcampus website.

Virtual Economies - Vili Lehdonvirta 2014-05-09
How the basic concepts of economics—including markets, institutions, and money—can be used to create and analyze economies based on virtual

goods. In the twenty-first-century digital world, virtual goods are sold for real money. Digital game players happily pay for avatars, power-ups, and other game items. But behind every virtual sale, there is a virtual economy, simple or complex. In this book, Vili Lehdonvirta and Edward Castronova introduce the basic concepts of economics into the game developer's and game designer's toolkits. Lehdonvirta and Castronova explain how the fundamentals of economics—markets, institutions, and money—can be used to create or analyze economies based on artificially scarce virtual goods. They focus on virtual economies in digital games, but also touch on serious digital currencies such as Bitcoin as well as virtual economies that emerge in social media around points, likes, and followers. The theoretical emphasis is on elementary microeconomic theory, with some discussion of behavioral economics, macroeconomics, sociology of consumption, and other social

science theories relevant to economic behavior. Topics include the rational choice model of economic decision making; information goods versus virtual goods; supply, demand, and market equilibrium; monopoly power; setting prices; and externalities. The book will enable developers and designers to create and maintain successful virtual economies, introduce social scientists and policy makers to the power of virtual economies, and provide a useful guide to economic fundamentals for students in other disciplines.

Ecolinguistics - Arran Stibbe
2015-05-01

The increasingly rapid destruction of the ecological systems that support life is calling into question some of the fundamental stories that we live by: stories of unlimited economic growth, of consumerism, progress, individualism, success, and the human domination of nature. Ecolinguistics shows how linguistic analysis can help reveal the stories we live by,

open them up to question, and contribute to the search for new stories. Bringing together the latest ecolinguistic studies with new theoretical insights and practical analyses, this book charts a new course for ecolinguistics as an engaged form of critical enquiry.

Featuring: A framework for understanding the theory of ecolinguistics and applying it practically in real life;

Exploration of diverse topics from consumerism in lifestyle magazines to Japanese nature haiku; A comprehensive glossary giving concise descriptions of the linguistic terms used in the book;

Discourse analysis of a wide range of texts including newspapers, magazines, advertisements, films, nonfiction books, and visual images. This is essential reading for undergraduates, postgraduates and researchers working in the areas of Discourse Analysis and Language and Ecology.

Macroeconomics - Blanchard
2007-09

Advanced Macroeconomics -
David Romer 2018-02-19

The fifth edition of Romer's *Advanced Macroeconomics* continues its tradition as the standard text and the starting point for graduate macroeconomics courses and helps lay the groundwork for students to begin doing research in macroeconomics and monetary economics. Romer presents the major theories concerning the central questions of macroeconomics. The theoretical analysis is supplemented by examples of relevant empirical work, illustrating the ways that theories can be applied and tested. In areas ranging from economic growth and short-run fluctuations to the natural rate of unemployment and monetary policy, formal models are used to present and analyze key ideas and issues. The book has been extensively revised to incorporate important new topics and new research, eliminate inessential material, and further improve the presentation.

Principles of Economics - Libby

Rittenberg 2011-07

Principles of Microeconomics -
Joshua Gans 2015

Annotation. Principles of Microeconomics 6th edition caters for a single semester introductory unit in Microeconomics. The latest edition of this text continues to focus on important concepts and analyses necessary for students in an introductory economics course. In keeping with the authors' philosophy of showing students the power of economic tools and the importance of economic ideas, this edition pays careful attention to regional and global policies and economic issues, such as climate change and resource taxation.

Accompanied by CourseMate, comprising flashcards, graphing workshops, games, quizzes, videos. Access to Search me! referring students to the online Search me! database. Aplia is available with this text.

Principles of Microeconomics 2e - Steven A. Greenlaw
2017-09-15

Advanced Microeconomic Theory - Geoffrey Alexander Jehle 2001

This advanced economics text bridges the gap between familiarity with microeconomic theory and a solid grasp of the principles and methods of modern neoclassical microeconomic theory.

Principles of Economics - N. Gregory Mankiw 2007

Principles of Microeconomics 9e - N. Gregory Mankiw 2021

Economics - Campbell R. McConnell 1999

Principles of Economics 2e - Steven A. Greenlaw 2017-10-11

Econ Micro - William A. McEachern 2008-03-01

Brief Principles of Macroeconomics - N. Gregory Mankiw 2014-01-01

With its clear and engaging writing style, BRIEF PRINCIPLES OF MACROECONOMICS, Seventh Edition, continues to be one of the most popular books on

economics available today. Mankiw emphasizes material that you are likely to find interesting about the economy (particularly if you are studying economics for the first time), including real-life scenarios, useful facts, and the many ways economic concepts play a role in the decisions you make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Macroeconomics - Wendy Carlin 2014-11-20

Carlin and Soskice integrate the financial system with a model of the macro-economy. In doing this, they take account of the gaps in the mainstream model exposed by the financial crisis and the Eurozone crisis. This equips the reader with a realistic modelling framework to analyse the economy both in crisis times and in periods of stability.

Study Guide for Mankiw's Principles of

Microeconomics, 6th - N.

Gregory Mankiw 2011-01-19

David R. Hakes (University of

Northern Iowa) has prepared a study guide that will enhance your success. Each chapter of the study guide includes learning objectives, a description of the chapter's context and purpose, a chapter review, key terms and definitions, advanced critical-thinking questions, and helpful hints for understanding difficult concepts. You can develop your understanding of the material by doing the practice problems and answering the short-answer questions. Then you can assess your mastery of the key concepts with the self-test, which includes true/false and multiple-choice questions. Visit <http://www.cengagebrain.com> for more information on the Study Guide. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of

Macroeconomics - Soumen Sikdar 2020-06-12

Principles of Macroeconomics is a lucid and concise introduction to the theoretical

and practical aspects of macroeconomics. This revised and updated third edition covers key macroeconomic issues such as national income, investment, inflation, balance of payments, monetary and fiscal policies, economic growth and banking system. This book also explains the role of the government in guiding the economy along the path of stable prices, low unemployment, sustainable growth, and planned development through many

India-centric examples. Special attention has been given to macroeconomic management in a country linked to the global economy. This reader-friendly book presents a wide coverage of relevant themes, updated statistics, chapter-end exercises, and summary points modelled on the Indian context. It will serve as an indispensable introductory resource for students and teachers of macroeconomics. *Principles of Macroeconomics* - N. Gregory Mankiw 2021