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the fourth edition of basic economics is both expanded and updated a new chapter on the history of economics itself has been added and the implications of that history examined a new section on the special role of corporations in the economy has been added to the chapter on government and big business among other additions throughout the book basic economics which has now been translated into six languages has grown so much that a large amount of material in the back of the book in previous editions has now been put online instead so the book itself and its price will not have to expand the central idea of basic economics however remains the same that the fundamental facts and principles of economics do not require jargon graphs or equations and can be learned in a relaxed and even enjoyable way

examines inventory accumulation and depletion in relation to general economic activity business growth and industrial capacity

this timely text overviews theories concepts and contexts relating to the emerging field of behavioral economics research theories and data gathered across psychology sociology marketing finance and other relevant disciplines are synthesized to identify and elaborate on the defining aspects of consumer economic wellbeing against a background of consumer rights and responsibilities the book discusses consumer phenomena of earning spending saving and borrowing and their contributions to improving and in some cases to worsening economic wellness in addition the author presents effective ways consumers can be encouraged to navigate key economic environments such as the media advertising and the internet and to change negative financial behaviors among the featured topics historical perspective on consumer economic wellbeing consumer financial capability and economic wellbeing the role of government in promoting consumer economic wellbeing corporate social responsibility theories of online shopping and e banking desirable and undesirable consumption behavior consumer economic wellbeing clarifies issues and provides insights for researchers in the fields of consumer psychology and economics psychologists and mental health professionals and policy analysts it is also useful as a text for college courses in related subjects

this carefully constructed textbook empowers the reader with an understanding of fundamental economic concepts there are 31 one concept chapters each short chapter highlights one economic principle the student can study one concept and be reinforced by the learning process before proceeding to another the writing is lucid and at the student s level self review exercises conclude each chapter the text is well integrated to show the relationship among the basic concepts and to offer a comprehensive overview of economics the one concept chapters provide organizational flexibility for the instructor there are eight modules the economic problem price determination behind the supply curve measuring the economy the level of income money trade conclusion a study guide is available on line without charge each chapter in the text has a corresponding chapter in the study guide as well as an introduction to graphing

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