

Economics



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Boyes and Melvin have developed the Sixth Edition of "Economics" to enhance its central features: direct and accessible writing, proven pedagogy, and thorough integration of global economic issues. The text's international perspective has been strengthened and extended to focus on the implications of economic principles for business strategy. Extended coverage of topics affecting global competitiveness, such as resource pricing and foreign exchange markets, explicitly connects the study of economics with real-world business decisions. The Sixth Edition features greater coverage of macroeconomics, including the large-scale impact of war in Iraq and the role of financial market development in economic growth. The discussions of market failure and the different forms of economic and social regulation have been reorganized to facilitate learning. A stronger focus on the application of market theory to current, real-life issues--including the recent corporate accounting scandals--helps students to see the content's practical relevance. A consistent framework of instruction helps to improve students' understanding and performance in the course. "Fundamental Questions" reinforce 5-8 key points per chapter, appearing repeatedly throughout the chapter as well as the supplements. Powered by Blackboard, Eduspace is a customizable, powerful, and interactive platform that provides instructors with text-specific online content. Features of the Boyes/Melvin "Economics" course include

presentation slides, photos, illustrations and links to group projects.

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