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n gregory mankiw

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direct and accessible writing proven pedagogy and through integration of global economic issues continue to be the central features of the book while a strengthened and extended international perspective focuses on the implications of economic principles for business strategy in an era of global competition salient features international issues appear consistently throughout the text in examples that illustrate basic economic concepts 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 contents practical relevance increasing their comprehension of key ideas global business insight boxes use thumbnail maps and examples from around the world to illustrate essential economic concepts greater coverage of macroeconomics with updated macroeconomic data chapter 19 globalization now provides in depth coverage of this controversial phenomenon including the arguments for and against globalization and how it has affected economic growth and

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this text presents the principles and theories essential to an in depth understanding of international economics and emphasizes the relevance of concepts through real world examples applications and case studies the 6th edition has been updated to reflect recent developments in the field

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