



Economics, 12th Edition

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Overview

Economics is all around us. It influences our daily lives, our society, political decisions, environmental concerns and the future we leave for our children. The twelfth edition of Economics by David Begg and Gianluigi Vernasca is a focused toolkit for studying economics. It enables the reader to understand how economics underpins the world we live in, by presenting the economic theory in a clear and accessible way and applying it to real world situations.

This new edition has been revised and updated to include the latest topics and issues, such as the role of information and the digital economy, immigration, and globalization. This material, combined with a rich array of pedagogical features, encourages students to understand not only our economic past and present, but also our changing world and the way in which economics can make sense of it.

What's New

Print

- New chapters on “Globalization, National Sovereignty and the World Economy” and “Governing the Market”
- Fully updated chapters, including new and expanded material on behavioural economics and game theory
- A range of pedagogical features, including topical case studies, boxes on economic concepts and activity applications, which show the relevance and application of the material
- A flexible learning approach allows the reader to learn at their own pace, with end of chapter questions graded by difficulty and optional math boxes for the technically-minded
- Clean and contemporary design for ease of reading and study
- Connect® resources such as application-based activities, graphing and maths tutorials

Digital Package

Connect

- **New** Application-Based Activities
- **New** Interactive Graphs
- End of chapter static and algorithmic questions
- Maths Preparedness and Graphing Tutorials
- Self-quiz and study
- Video cases and news articles
- Testbank

New! SmartBook 2.0 is the latest version of SmartBook, with key updates to: improve accessibility, provide mobile functionality, allow a more granular level of content selection, and provide the ability to assign Recharge activities

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