Economics 13e

David Begg, Gianluigi Vernasca, Eric Golson and Bridget Kauma

Print: 99781526850232
© 2025 | Published: March 13, 2025

Discover how the dynamic world of economics influences our daily lives, society, political decisions and environmental concerns. This thirteenth edition of *Economics* by David Begg, Gianluigi Vernasca, Eric Golson and Bridget Kauma, supports students understanding of economics by blending foundational principles with contemporary issues and applications.

Covering the latest economic topics, such as the global implications of war, the effects of macroinflation and the role of AI in the labour market this new edition provides a thorough and insightful exploration that fosters critical thinking and informed decision-making. Perfect for anyone looking to deepen their economic knowledge and apply it effectively.

- Market-leading principles of economics title for McGraw Hill for nearly 40 years

- Leans towards a Keynesian approach to economics

- Comes with a huge suite of learning resources and teaching tools in McGraw Hill Connect.

Available with: connect

Depth of topic coverage:
Strong theoretical rigour, the 'swiss army knife' of Economics textbooks, suitable for a variety of styles and teaching structures.

Writing style:
Easy-to-read, discursive style

Course level:
Principles of Economics/ Introduction to Economics

Duration of course:
Two semesters

Take a look

Scan the QR Code to read a sample chapter and request a review copy »
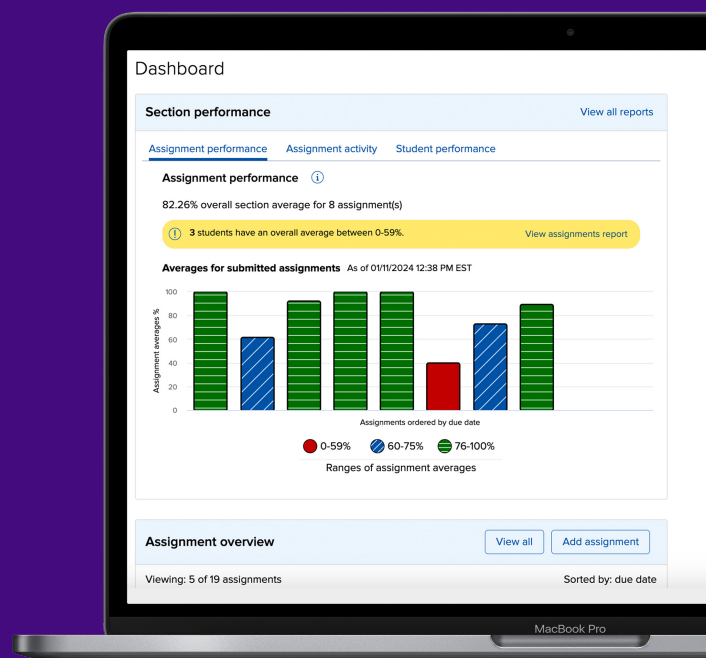
Table of Contents

Big Picture Changes

- Up to date insights: Fully updated chapters, including new material on AI, the continued impact of COVID-19 on consumer's confidence and expanded material on climate change.

- Engaging pedagogy: Across each chapter, theory is met with topical case studies, boxes on economic concepts and activity applications, showcasing the relevance and application of the material.

- Flexible learning: Economics is written with the reader in mind, to allows students to learn at their own pace. End of chapter questions are graded by difficulty and math boxes are optional for technical ability to be scaffolded.

- Expert authors: Written by renowned economics with extensive experience in academia and practice.

- Digital material: A wealth of online resources including adaptive learning technology, application-based activities, graphing and maths prep, question banks and a full suite of instructor resources.

McGraw Hill **connect**®

Your one-stop shop for adaptive learning, assessment and course management tools

Connect houses digital, adaptive versions of our textbooks alongside ready-made course content for teaching, learning and assessment, and a variety of tools to help with course management, insight and tracking.

Learn more about Connect »

Connect Content	Description
Smartbook	SmartBook is an adaptive learning solution that provides personalized learning to individual student needs, continually adapts to pinpoint knowledge gaps, and focuses learning on concepts requiring additional study. It fosters more productive learning, takes the guesswork out of what to study, and helps students better prepare for class. Our adaptive experience is more personal, accessible, productive, and mobile.
Testbank	The Connect testbank can be used in different ways for practice, revision, or exams – with options for the instructor to control variables like the number of attempts students are allowed, time taken, and randomisation of items. Set continuous, formative assessments as a mandatory, integrated part of the program, ensuring students pace their learning and giving you real-time insight. Or, with a wide variety of item types, academic integrity tools built in, and the flexibility to mix autograded and instructor marked questions, the test bank can also be used to run your summative exams digitally. **End of Chapter questions:** Our assignable, autogradable end-of-chapter content helps students learn to solve problems and apply the concepts they have learned. Algorithmic versions allow students to practice problems as many times as they need to ensure that they fully understand each problem. **Interactive Graph Assignments** Interactive Graph Assignments are designed to help students visualize and interpret economic concepts, graphs, and real data. All graphs are accompanied by assignable assessment questions and feedback to guide students through the experience of learning to read and interpret graphs and data. **Maths Prep: Maths Concepts and Practice:** Do your students need additional support with key, pre-requisite requirement math skills to be successful in your course? Our Math Prep can be assigned to give students the opportunity to revisit and practice important concepts such as Area, Fractions, Graphs, Percentages and Ratios, Simple Equations, Systems of Equations. **Connect the Dots videos** The Connect the Dots video series takes important economic concepts and explains them in an engaging, relatable manner. Patrick Walsh walks students through examples that help contextualize concepts in ways that make them easier to understand and apply. **MobLab Questions** MobLab is a 3rd-party platform that allows students to participate in economic games and experiments. MobLab helps students get hands-on experience with concepts in the course by promoting active learning and discussion. To make learning measurable, a pool of MobLab Companion Questions is available as part of the "Additional Resources" in Connect. **The Economic and Ethics Discussion Questions** Over 60 topic-tied questions that highlight the challenge of ethical decision making within the economic study of allocating resources. Set-up as multiple-choice questions without a correct answer, these questions are paired with in-depth explanations with the purpose to help spur discussion. All ethical dilemmas are wrapped around standard economic topics such as price discrimination and scalping, the Edgeworth box and Pareto optimality, interest and usury outsourcing, environmentalism as a normal/luxury good, and more.

Real World Economics Case Study Collection	This collection was designed to provide instructors with a more flexible tool, that can be used in a variety of ways (pre-seminar or lecture homework or in-class group work), we have developed case study packages made up of a case focusing on the same company and industry of choice, in 2 different lengths: mini case and long case. Each case package includes associated testing questions to validate student understanding of the case content and associated teaching notes. • Capitalism and social justice – can they coexist? (Long) • Social responsibility and political activism at Ben & Jerry's (Short) • Nestlé's journey towards achieving net zero – opportunities and challenges (Long) • The future of food science – Nestlé's holistic approach to nutrition (Short) • Changing the future of digital transformation the Siemens way (Long) • Innovation through technology and collaboration at Siemens (Short) • The cost-of-living crisis, inflation and the tight labour market (Long) • The cost-of-living crisis and the wage-price spiral (Short) • The effects of the war in Ukraine and its contribution to the energy and food crises (Long) • The effects of the war in Ukraine and its contribution to green energy transition (Short)
Economic Naturalist graphing questions	Developed specifically to complement this key pedagogical feature˜from the textbook.
Adaptive Econ Prep: Math & Graphing	Math and graphing preparedness assignments help students refresh important prerequisite topics necessary to be successful in economics. This new Adaptive Econ Prep Tool provides students just-in-time math and graphing remediation that are required to succeed in Principles of Economics courses and adapt to each student. Select from 7 modules covering Trade, Production Possibilities, Law of Demand and the Demand Curve, Law of Supply and the Supply Curve, Equilibrium Price and Quantity, Price Elasticity Coefficient and Formula, Cross Elasticity and Income Elasticity of Demand.
Application Based Activities	Immersive real-life scenarios engage students and put them in the role of everyday economists. Students practice their economic thinking and problem-solving skills as they apply course concepts and see the implications of their decisions as they go.
Writing Assignment	Help students improve their conceptual understanding and written communication skills with McGraw Hill Connect Writing Assignments. Integrate writing skill development into your course with ease and help your students gain the critical writing skills they need for success now and beyond. Assign, monitor, mark, and provide feedback all in one place.
Critical Thinking Assignment	Critical Thinking Assignments helps guide students through the process of critical reading and analysis before, during, and after reading. It can be built with embedded scaffolding, or on its own and provides the practice students need to read real-world texts analytically and critically by guiding them through the thinking required for deep understanding.
Polling Tool	Create open and closed answer polls to use in class. Just like Kahoot, students access via a QR code, Poll ID or direct URL and navigate easily on a mobile device. Use it for fun or to incentivise weekly engagement with in-person Polling activity to boost attendance.
Proctorio	Proctorio software is embedded in Connect to enable instructors to run secure online assessments. Browser locking, video and audio recording and screen capture is available.

Media Services	Record video, audio and screen capture directly through Connect
Newsflash Exercises (Economics)	Newsflash activities are assignable and auto graded within Connect, students read a relevant news article and are graded on their ability to connect the content to key economics topics, deepening their understanding and using content that is relevant to their everyday lives.
AI Reader	McGraw Hill's AI Reader is an AI learning tool embedded within the eBook in Connect, that promotes active reading to drive meaningful engagements and conceptual understanding of course content. This tool helps foster discovery, curiosity, and deeper understanding of the course content, while giving students a more hands-on and active approach to reading, which leads to better comprehension of the material. Crucially it allows students to use AI within the framework of trusted content, selected by instructors.
Reading Assignment	Create basic reading assignments by selecting specific sections or whole chapters of the eBook and set start and end dates. (Lacks the adaptive questions or insights that setting reading through SmartBook provides but does contain the AI reader feature).
ReadAnywhere App	Maximize study time with ReadAnywhere™ The FREE ReadAnywhere app lets students download the eBook of their textbook on their smartphone or tablet, read, take notes highlight and more. If the course uses Connect, they can also access SmartBook assignments via the app for on-the-go convenience.

Explore the latest edition

Get hands on with a sample chapter, request your review copy and contact us to learn more about using this resource for your course »