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ECONOMICS WITH CONNECT PLUS (GLOBAL ED OF 19TH REVISED ED)



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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Economics with Connect Plus (Global ed of 19th revised ed), Campbell R. McConnell, Stanley L. Brue, Sean Masaki Flynn, Overview McConnell, Brue, and Flynn's "Economics: Principles, Problems, and Policies" is the #1 "Principles of Economics" textbook in the world. It continues to be innovative while teaching students in a clear, unbiased way. The 19th Edition builds upon the tradition of leadership by sticking to 3 main goals: Help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. Global Edition reorganized chapters to move international economics topics closer to the front of the book, including adding a web chapter into the physical textbook. New feature box and in-text examples that reflect a more global mix of countries, companies, and personalities. Globally-focused data throughout the text and figures to illustrate topics such as the uses of money, oil production in OPEC nations, and global interest rates. Updated discussion of exchange rates to focus on the euro and euro-area countries. Revised end-of-chapter material highlighting Asian, African, Central American, and European examples.



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