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Economics is the UK and European adaptation of Greg Mankiw's classic textbook 'Principles of economics', expertly adapted by Mark Taylor. The authors present economics from the viewpoint of a reader completely new to the subject. The book appeals to the more applied, business-oriented courses.

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Mark P. Taylor is Professor of Economics at the University of Warwick. He obtained his first degree in philosophy, politics and economics from Oxford University. He then worked as a foreign exchange dealer in London for two years while simultaneously studying part-time for a master's degree in economics at London University, from where he also holds a doctorate in economics.

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He then worked as a foreign exchange dealer in London for two years while simultaneously studying part-time for a master's degree in economics at London University, from where he also holds a doctorate in economics. Professor Taylor has taught economics at various universities (including Warwick, Oxford, Marseille and New York), at various levels (from principles courses to advanced graduate and MBA courses) and in various fields (including macroeconomics, microeconomics and econometrics).

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Mark P. Taylor - Wikipedia

Mark P. Taylor is Professor of Economics at the University of Warwick. He obtained his first degree in philosophy, politics and economics from Oxford University. He then worked as a foreign exchange dealer in London for two years while simultaneously studying part-time for a master's degree in economics at London University, from where he also holds a doctorate in economics.

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Taylor, Mark P., 2013. " The labour market impacts of leaving education when unemployment is high: evidence from Britain," ISER Working Paper Series 2013-12, Institute for Social and Economic Research. Reitz, Stefan & Taylor, Mark P., 2013.

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About the Author : Mark P. Taylor is Dean of the John M Olin Business School at Washington University, US and was previously Dean of Warwick Business School at the University of Warwick, UK. He obtained his first degree in philosophy, politics and economics from Oxford University.

Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting new fourth edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Washington University), has been fully updated. New topics have been added in including theories on, for example, Marxist and Feminist theories on labour giving wider context to economic issues. A new chapter on Issues in Financial markets has been added covering the financial crisis and its causes and the final chapter has been updated to reflect the post-crisis world and how theories of the crisis have emerged.

Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting new third edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Warwick University), has undergone some significant restructuring and reorganization to more directly match economics students' course structures and learning and assessment needs. There are new sections covering microeconomic and macroeconomic topics and concepts in more depth, whilst at the same time retaining the book's reputation for clarity, authority and real world relevance.

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Business Economics builds on the authority, clarity and real-world relevance of Economics by Gregory Mankiw and Mark Taylor (two of the world's leading economists) to create an introductory economics textbook fully focused on the curriculum and pedagogical needs of business economics students. Business Economics has a superb logical structure. The classic ten principles approach to economics is retained and right at the outset the text considers the business environment so immediately establishing the book's business focus. Both microeconomics and macroeconomics are then comprehensively covered and each perspective is carefully mined for insights directly relevant to business economics students. A final part examines the implications of economic globalization for the conduct of business internationally. Business Economics is a global textbook with a particular focus on Europe, the Middle East and Africa; it is replete with examples from all these regions. This text is ideal for use on both business economics degrees and on business economics modules on business, engineering and social science courses at undergraduate level. It is also ideal for use on MBA courses.

Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting, new fifth edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Washington University), has been fully updated. Much revered for its friendly and accessible approach, emphasis on active learning, and unrivalled support resources, this edition also has an improved structure to ensure the text aligns even more closely with the latest courses. The new edition incorporates additional coverage of a number of key topics including heterodox theories in economics such as complexity theory; institutional economics and feminist economics; different theories in international trade; game theory; different measures of poverty; the 'flat Phillips curve'; and the future of the European Union. This title is available with MindTap, a flexible online learning solution that provides students with all the tools they need to succeed including an interactive eReader, engaging multimedia, practice questions, assessment materials, revision aids, and analytics to help you track their progress.

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