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authors primarily discussed how lower taxes are essential to economic growth. Now, in *Return to Prosperity*, they detail the other essential components: putting government at all levels on a low-fat diet; emphasizing debt reduction and retirement; and bringing back the investor class in America, where every American can "own a piece of the rock." In a time where most of the proposed solutions are fraught with peril, the argument provides a refreshing counterbalance. *The Return to Prosperity* is a prescription that gives America the fundamental tools it needs in order to set about recovery. This book is an urgently needed road map to renewed prosperity, and it is vital reading for anyone who worries that the current economy is faltering, with no clear plan articulated for recovery.

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Today's economy may be tough, but economics doesn't have to be. Let Roger Arnold's *ECONOMICS, 12E* open up the world of economic analysis. With more detailed coverage of the financial and economic crisis than any other principles of economics text on the market, this inviting book offers innovative and engaging learning features and easy customization. The author weaves memorable economic examples from pop culture throughout this edition and bolsters reader interest by illustrating the unexpected places economics occur. Readers see how economic forces link to every day events and form an important part of life 24/7. Coverage of the latest economic developments and new content reflect today's changing economy and equip readers with a thorough understanding of contemporary economics.

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Environmental economics is one of the fastest growing areas of economics. It establishes the true cost of natural resources including the costs of clean water and fresh air, and discusses ways in which these costs can then be distributed among consumers. This completely new textbook combines rigorous economic theory with its practical application in the environment to provide the most up-to-date and thorough coverage of the subject. The author introduces input-output models and general equilibrium analysis of environmental policy which is unique in an environmental economic text at this level and illustrates the text with real-life case studies.

(Los Angeles, Peru, Eastern Europe)

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The economy is tough -- but Economics doesn't have to be! Let Roger Arnold's ECONOMICS open up the world of economic analysis for your students. With more detailed coverage of the financial and economic crisis than any other principles text on the market, fun and innovative pedagogy, easy customization, and fully integrated digital and course management options, ECONOMICS is the perfect solution for any classroom. With intriguing pop culture examples, the text bolsters student interest by illustrating the unexpected places economics occurs, and how economic forces link events to our lives and are part of your student's world 24/7. Entirely new to this edition is a complete set of Video Lectures featuring author Roger Arnold working through key concepts and graphs in each chapter. Ideal for self-study when students can play or replay the lectures, or for online courses,

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students. With more detailed coverage of the financial and economic crisis than any other principles text on the market, fun and innovative pedagogy, easy customization, and fully integrated digital and course management options, **PRINCIPLES OF MICROECONOMICS, 10e, International Edition** is the perfect solution for any classroom. The book's intriguing pop culture examples help bolster student interest by illustrating the unexpected places economics occurs, and how economic forces link events to our lives and are part of your student's world 24/7. Entirely new to this edition is a complete set of Video Lectures featuring author Roger Arnold as he works through key concepts and graphs in each chapter of the text. Ideal for self-study when students can play or replay the lectures, or for online courses, the Video Lectures provide even greater flexibility for instructors. The Tenth Edition is integrated with powerful resources, such as Aplia and Cengage's CourseMate for Economics, which provide unsurpassed planning and management tools, like homework that is automatically assigned, graded, and recorded online, or tracking of students' time spent with online resources. With new chapters reflecting a changing economy, and new resources addressing the needs of a changing classroom, **PRINCIPLES OF MICROECONOMICS, 10e, International Edition** is an ideal text for Principles

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courses.

While many writers dream of seeing their books in print, most don't succeed simply because they don't know the ropes. Written by a publisher with over three decades of experience, *How to Publish Your Nonfiction Book* was designed to maximize your chance of getting your nonfiction work published. The book begins by helping you define your book's category, audience, and marketplace. You are then guided in choosing the most appropriate publishing companies for your work, crafting a winning proposal, and submitting your package in the best way possible. Special sections allow you to be a savvy player in the contract game, and fill you in on options such as self-publishing. Most important, this book helps you avoid the errors that often prevent writers from reaching their goal. Here is a proven system for taking your work from the desk drawer to the bookstore.

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Traditional Chinese edition of Prosperity Without

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Growth: Economics for a Finite Planet. The book addresses the most important economic premise, that continued prosperity and growth in a finite world is unsustainable. So where do we go from here? Tim Jackson is Sustainable Development Commission's Economics Commissioner and Professor of Sustainable Development at the University of Surrey. In Chinese. Distributed by Tsai Fong Books, Inc. Ever wonder what gives money value, why the unemployment rate rises or falls, or why some economies grow faster than others? What causes the business cycle, or inflation, or high interest rates? Arnold's MACROECONOMICS, 13E answers these intriguing questions and more as readers open today's world of economic analysis. Today's economy may be tough but learning economics doesn't have to be with this engaging approach. The author weaves memorable everyday economic examples throughout each chapter and keeps reader interest by illustrating the unexpected places economics occur. Comprehensive learning features clearly demonstrate how economic forces link to every day events and form an important part of life 24/7. Readers explore the latest developments in today's changing economy for a thorough understanding of contemporary macroeconomics. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Possibly the strangest phenomenon in all of economics is the absence of a long tradition of criticism focused on Keynesian economic theory. Keynesian demand management has been at the centre of some of the worst economic outcomes in history, from the great stagflation of the 1970s to the lost decade and more in Japan following the expenditure program of the 1990s. And once again, following the Global Financial Crisis, it is incontrovertible that no stimulus program in any part of the world has been a success, each one having been abandoned as conditions deteriorated under the weight of public sector spending. This book brings together some of the most vocal critics of Keynesian economics. Each author attempts to explain what is wrong with Keynesian theory in ways that can be understood by those seeking guidance on where to turn for a more accurate explanation of the business cycle and on what to do when recessions occur.

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