

Mankiw's Wall Street Journal Edition

One goal in teaching the principles of economics is to provide students a better understanding of the world around them. Many instructors, therefore, encourage students to read about economic issues in the news as they take the course. Those instructors may want to consider the special *Wall Street Journal Edition* of the text. The material in the textbook remains the same, but this special edition includes a ten-week subscription to *The Wall Street Journal*, the nation's leading source for news and economics.

Here is how it works...

- You must order "*The Wall Street Journal Edition*" for your students. Please ask your local Harcourt College Publisher Representative for the ISBN of *The Wall Street Journal Edition* of any of the five versions of Mankiw's textbooks.
- The price of the text will be an additional \$6 to the price of the text. When students purchase the text, they have already paid for the subscription to *The Wall Street Journal*.
- On the first day of class, ask your students to tear out the response card located in the back of the book. Ask them to fill out the card completely and please make sure that they include your name as the instructor.
- When ten or more students in your class turn in subscription cards from Mankiw's *Wall Street Journal Edition*, you will receive a one-year subscription at no cost.
- Therefore, it is recommended that you collect the subscription cards on the first day of class and write a quick note to *The Wall Street Journal* to indicate where you would like your subscription delivered.
- Within ten business days, you and your students will begin to receive *The Wall Street Journal* at your doorstep. Also, now at no additional cost, you will also receive a password to access the on-line version: *The Wall Street Journal Interactive Edition*.

It is that easy!