

Survey of Economics

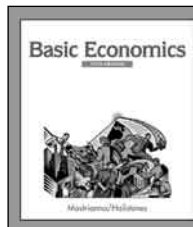
Basic Economics with Economic Applications Card, 13e

Frank V. Mastrianna,
Slippery Rock University of Pennsylvania
Thomas J. Hailstones

2-Color, 432 pp., 2004

ISBN: 0-324-16480-7

 <http://mastrianna.swlearning.com>



This very successful thirteenth edition text provides a streamlined, straightforward introduction to basic macro and microeconomic topics. Its concise 19-chapter format can easily be covered in one quarter or one semester, and is ideal for instructors who wish to supplement the core textbook with additional reading materials.

- **NEW!** Online Applications: This text includes complimentary access to South-Western's Economic Applications ("e-con @pps") Web site with every new copy. This site includes a suite of highly-acclaimed and content-rich dynamic Web features developed specifically for economics classrooms: EconNews Online, EconDebate Online, and EconData Online. Economic Applications icons within the text tie the printed subject matter to relevant "e-con @pps" online features.
- **NEW!** Updated Topics and Events: New coverage includes a discussion on economic growth, how economics relates to other sciences, and the effects of September 11th, 2001.
- **NEW!** Relevant Examples: All antitrust cases are updated to include recent economic topics of interest for today's student.
- Core Material Focus: Since most students using this book do not continue their formalized study of economics beyond this course, sophisticated analytical techniques, mathematical exercises, and complex theoretical treatments are not included. Only those tools deemed useful to the understanding of policy issues are presented.
- Concise Format: This text conveys the material in a streamlined and accessible 19-chapter format.
- Internet Features: "Netlink" margin notes in every chapter provide students with the opportunity to explore Web sites that contain additional information on specific topics.

Supplements

ExamView Testing Software	0-324-16484-X
Instructor's Manual with Test Bank	0-324-16482-3
Study Guide	0-324-16481-5

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1. The Nature and Scope of Economics.
2. Scarcity and Choice.
3. The U.S. Economic System.
4. Price: The Role of Demand and Supply.
5. Production, Cost, and Profit.
6. Perfect Competition.
7. Imperfect Competition.
8. The Circular Flow Model.
9. Measuring Output and Income in the United States.
10. Money in the U.S. Economy.
11. The Federal Reserve and the Money Supply.
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13. Employment.
14. Income Distribution.
15. Business Cycles.
16. Macroeconomic Policies.
17. Taxation, Budgetary Policies and the National Debt.
18. International Trade and Aid.
19. The Balance of International Payments

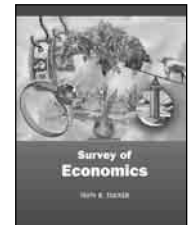
Survey of Economics, 4e

Irvin B. Tucker,
University of North Carolina, Charlotte

2-Color, 544 pp., 2004

ISBN: 0-324-15991-9

 <http://tucker.swlearning.com>



This highly successful text makes basic economics readable, sensible, and interesting by placing an emphasis on application and student learning. This book provides the most comprehensive and pedagogically-rich treatment of introductory economics available for the non-majors course. It focuses on the most basic tools in economics and applies them clearly to explain real-world economic issues. Better than any other text, Tucker implements teaching tools and methodologies that drive the student learning process and development of critical analysis skills. It is known for its lively and informative writing style; emphasis on critical thinking; applications; active learning environment; use of unique, highly motivational, student-oriented pedagogy; unparalleled visual learning support; and numerous in-chapter review and application opportunities.

Supplements

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- PART I: INTRODUCTION TO ECONOMICS. 1. Introducing the Economic Way of Thinking. Appendix to Chapter 1: Applying Graphs to Economics. 2. Production Possibilities and Opportunity Cost. PART II: THE MICROECONOMY. 3. Market Demand and Supply. 4. Markets in Action. Appendix to Chapter 4: Applying Supply and Demand Analysis to Health Care. 5. Price Elasticity of Demand. 6. Production Costs. 7. Perfect Competition. 8. Monopoly Chapter. 9. Monopolistic Competition and Oligopoly Chapter. 10. Labor Markets and Income Distribution. PART III. THE MACROECONOMY AND FISCAL POLICY. 11. Gross Domestic Product. 12. Business Cycles and Unemployment. 13. Inflation. 14. Aggregate Demand and Supply. Appendix to Chapter 14: Appendix: The Self-Correcting Aggregate Demand and Supply Model. 15. Fiscal Policy. 16. The Public Sector. 17. Federal

Deficits, Surpluses, and the National Debt. PART IV: MONEY, BANKING, AND MONETARY POLICY. 18. Money and the Federal Reserve System. 19. Money Creation. 20. Monetary Policy. PART V: THE INTERNATIONAL ECONOMY. 21. International Trade and Finance. 22. Economics in Transition. 23. Growth and the Less-Developed Countries

Essentials of Economics, 3e

N. Gregory Mankiw, Harvard University

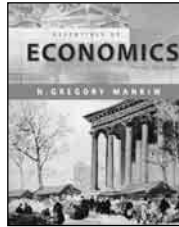
4-Color, 569 pp., 2004

ISBN: 0-324-17191-9



<http://mankiw.swlearning.com>

Mankiw now provides an excellent resource for students who are seeing economics for the first time. The author's conversational writing style is superb for presenting the politics and science of economic theories to tomorrow's decision-makers. Because Mankiw wrote it for the students, the book stands out among all other texts by encouraging students to apply an economic way of thinking to their daily lives.



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New Contemporary Economics: An Applications Approach, 3e

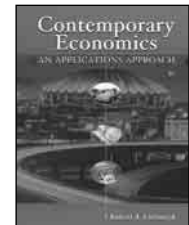
Robert Carbaugh,
Central Washington University

2-Color, 648 pp., 2005

ISBN: 0-324-26012-1



<http://carbaugh.swlearning.com>



This text integrates a clear and concise presentation of economic theory with an abundance of real-world cases and applications. Rather than discussing economic theory in the abstract, and then including real-world applications in separate sections, the text weaves applications into all theoretical discussions. There is no other Survey text that emphasizes real-world applications to this degree.

Supplements

Instructor's Manual with Test Bank	0-324-26014-8
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Economic Growth. 11. The Business Cycle, Unemployment, and Inflation. 12. Macroeconomic Instability: Aggregate Demand and Aggregate Supply. 13. Fiscal Policy and the Federal Budget. 14. Money and the Banking System. 15. The Federal Reserve and Monetary Policy. PART IV: THE INTERNATIONAL ECONOMY. 16. The United States and the Global Economy. 17. International Finance. 18. Economic Environments and the Economics of Developing Countries.

Principles of Economics

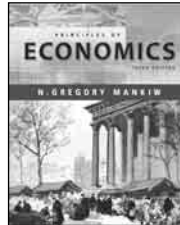
Principles of Economics, 3e

N. Gregory Mankiw, Harvard University

1-Color, 898 pp., 2004

ISBN: 0-324-16862-4

 <http://mankiw.swlearning.com>



In writing this textbook, Mankiw has tried to put himself in the position of someone seeing economics for the first time. The author's conversational writing style is superb for presenting the politics and science of economic theories to tomorrow's decision-makers. Because Mankiw wrote it for the students, the book stands out among all other principles texts by encouraging students to apply an economic way of thinking in their daily lives. Receiving such a praise as "perhaps the best ever" textbook in economic principles, it's no wonder Mankiw's prize project has quickly become one of the most successful books ever to be published in the college marketplace.

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Economics for Today with Xtra!, 3e

Irvin B. Tucker, University of North Carolina, Charlotte

4-Color, 832 pp., 2003

ISBN: 0-324-11475-3

 <http://tucker.swcollege.com>



A concise text focusing on core concepts, Economics for Today, 3e includes a wealth of useful pedagogical features to provide opportunities for critical thinking, interactive reading, and built-in self-assessment and gives special attention to figures and graphs. Economics for Today also aids the visual learner by giving special attention to figures and graphs. Takes advantage of the latest on-line technology by incorporating Internet features and exercises into each chapter. Available in micro and macro paperback splits.

Supplements

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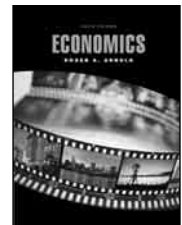
Economics with Xtra!, 6e

Roger A. Arnold, California State University, San Marcos

4-Color, 858 pp., 2004

ISBN: 0-324-16370-3

 <http://arnold.swlearning.com>



Offering a unique blend of solid theoretical content and student accessibility, this text: 1) covers all the basics of macroeconomics and microeconomics, 2) gives student a clear idea of how economists think about the world, 3) stresses the key concepts in economics, and 4) is extremely rich in intriguing applications that convey the prevalence of

ECONOMICS/FINANCE

➤ **PRINCIPLES OF ECONOMICS**

economics in everyday life. By applying economics to phenomenon that students are familiar with and interested in, this book demonstrates like no other text how economic analysis can be applied to virtually anything of interest, thus helping students develop true economic intuition. Additional student-oriented features include a unique active-learning format, an emphasis on developing economic analysis skills, and an outstanding visual program for exhibits and graphs. Economics, 6e is also available in micro and macro paperback splits.

Supplements

Macroeconomics, 496 pp.	0-324-16368-1
Microeconomics, 554 pp.	0-324-16356-8

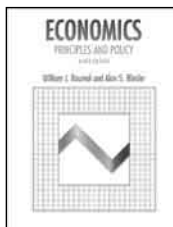
Economics: Principles and Policy with Xtra!, 9e

William J. Baumol, New York University
 Alan S. Blinder, Princeton University

4-Color, 816 pp., 2003

ISBN: 0-03-035457-9

 <http://baumol.swlearning.com>



Economics: Principles and Policy remains a proven leader in the world of economics. Since introducing the aggregate supply/aggregate demand model as a fundamental tool for learning economics over two decades ago, William J. Baumol and Alan S. Blinder continue to equip students with the knowledge and tools they need to apply modern economics to their world—now and in the future. This is all the more true today, as the U.S. economy enters its first recession in more than a decade.

Supplements

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Microeconomics: Principles and Policy with Xtra!, 9e, 600 pp.	0-03-035517-6
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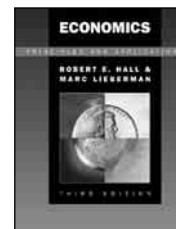
NEW Economics: Principles and Applications, 3e

Robert Hall, Stanford University
 Marc Lieberman, New York University

4-Color, 1,032 pp., 2005

ISBN: 0-324-26034-2

 <http://hall-lieb.swlearning.com>



This is a no-nonsense principles book that emphasizes economic theory and applications. The book is a study tool for students and the pedagogical approach and in-text features were chosen to reinforce that theme. It provides students with a picture of economics as a unified discipline, a set of interrelated tools and ideas that can be used to look at the world in a different way, and the less-is-more approach has been carefully crafted in both content and supporting pedagogy to keep students focused on learning and applying the central ideas used in economic analysis. It teaches students how to use analytical processes in developing their own economic analysis skills. Hall/Lieberman's careful focus on core theoretical ideas, as well as their systematic application of theoretical tools to timely real-world questions, conveys the message that economics is an integrated, powerful body of knowledge that can be used to address domestic and global issues.

Supplements

Macroeconomics: Principles and Applications, 3e, 544 pp.	0-324-26039-3
Microeconomics: Principles and Applications, 3e, 608 pp.	0-324-26044-X
Instructor's Resource CD-ROM	0-324-29188-4

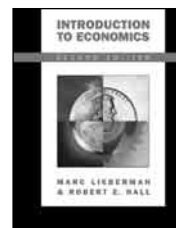
NEW Introduction to Economics, 2e

Marc Lieberman, New York University
 Robert Hall, Stanford University

4-Color, 552 pp., 2005

ISBN: 0-324-11769-8

 <http://lieberman.swlearning.com>



This text is the first book explicitly designed for the one-term, principles-level course covering both micro and macroeconomics, and can also be used for two-term or full-year courses where a very concise, focused treatment is desired. This is NOT a cursory "survey" text; rather, it carefully selects and fully explains all of the core topics essential to the principles course with a rigorous and analytical treatment of all introductory economic concepts. It presents economics as a unified subject in which the macroeconomics chapters build on, and flow from, the key microeconomic principles established in the first half of the book.

Economics: A Contemporary Introduction Wall Street Journal Edition with Xtra!, 6e

William A. McEachern,
University of Connecticut

4-Color, 808 pp., 2003

ISBN: 0-324-07291-0



<http://mceachern.swcollege.com>



This very successful textbook is distinguished by a superior writing style that draws upon common student experiences to introduce economic concepts, making economic theory more accessible and interesting. "Case Studies" and numerous examples take advantage of students' intuitive knowledge of economics, building upon real-life situations. A streamlined design places pedagogy and illustrations directly within the flow of the text, making it less distracting and more useful for students. A fully integrated program of technology enhancements sets this text apart by pairing the book with numerous online multimedia learning tools that have been developed to help the text better serve a wide range of learning styles. The text uniquely integrates classroom use of The Wall Street Journal by including a complimentary student subscription offer, as well as in-text pedagogy to help students learn to analyze the latest economic events as reported in the Journal.

Supplements

Macroeconomics, 448 pp.	0-324-07292-9
Microeconomics, 480 pp.	0-324-07293-7
Instructor's Resource CD-ROM	0-324-17069-6

NEW Exploring Economics, 3e

Robert L. Sexton, Pepperdine University

4-Color, 670 pp., 2005

ISBN: 0-324-26084-9



<http://sexton.swlearning.com>



This is not a traditional encyclopedic text filled with technical details. Rather it is a modern, "back-to-basics" book written expressly to promote economic literacy and engage students in learning about how economics affects them as citizens in our society. Coupled with pedagogical innovations that are well-grounded in learning theory research, the text's visually effective design and captivating content inspire students to actually read the chapters. It succeeds like no other text in taking the intimidation out of economics and in meeting its goal of explaining the material in a manner that will "bring students the same feeling of excitement and relevance" the author felt when taking his first economics class.

Supplements

Exploring Macroeconomics, 470 pp.	0-324-26079-2
Exploring Microeconomics, 450 pp.	0-324-26088-1
Instructor's Resource CD-ROM	0-324-22223-8

Principles of Finance

Financial Institutions, Investments, and Management: An Introduction, 8e

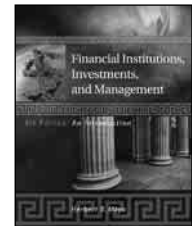
Herbert B. Mayo, The College of New Jersey

2-Color, 625 pp., 2004

ISBN: 0-324-17817-4



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A general introduction to the three primary aspects of Finance and examination of how they interrelate. The book discusses financial institutions and their roles in helping to allocate savings in the economy, along with a description and analysis of securities issued and traded in money and capital markets. The book covers fundamentals of investing in stocks, mutual funds, derivatives, and other marketable securities with an emphasis on securities markets, mechanics of trading, techniques of analysis, diversification, and valuation of assets. Finally, the book lays out the processes, decisions structures, and institutional arrangements concerned with the use and acquisition of funds by a firm. This will include the management of the asset and liability structure of the firm under certain and risky situations.

Supplements

Instructor's Resource CD-ROM	0-324-17822-0
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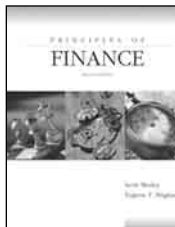
1. Introduction to Finance.
2. The Creation of Financial Assets.
3. The Federal Reserve and the Supply and Cost of Credit.
4. The Role of Securities Markets.
5. The Time Value of Money.
6. Risk and Its Measurement.
7. Equity: Preferred and Common Stock.
8. Valuation of Stock.
9. Investing in Long-Term Debt (Bonds).
10. Analysis of Financial Statements.
11. Investment Companies.
12. Break-even Analysis and Leverage.
13. Cost of Capital.
14. Capital Budgeting.
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18. Derivatives and Risk Management.

Principles of Finance, 2e

Scott Besley, University of South Florida
Eugene F. Brigham, University of Florida
4-Color, 700 pp., 2003

ISBN: 0-03-034509-X

 <http://besley.swcollege.com>



The first course in finance for finance and business majors has traditionally focused solely on managerial (or corporate) finance. Now, many schools are indicating a need to introduce these students, particularly the non-finance business majors, to the other two major components of finance—institutions and investments—in this first course but at the same level of rigor as traditional financial management texts. With *Principles of Finance, Second Edition*, Scott Besley and Gene Brigham begin with a discussion of the principles of financial systems and business organizations, move on to valuation concepts and corporate decision making (managerial finance). They conclude with coverage of investment fundamentals. Key chapters may be covered in a one-term course or supplemented with cases and outside readings for a two-term course. Chapters are written in a flexible, modular format, allowing instructors to cover the material in their favorite sequence.

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0-03-034961-3

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PART I: GENERAL FINANCE CONCEPTS. 1. An Overview of Finance. 2. Financial Assets (Instruments). 3. Financial Markets, the Investment Banking Process. 4. Financial Intermediaries and the Banking System. 5. The Cost of Money (Interest Rates). PART II: GENERAL BUSINESS CONCEPTS. 6. Business Organizations and the Tax Environment. 7. Analysis of Financial Statements. 8. Financial Planning and Control. PART III: FUNDAMENTALS OF VALUATION. 9. The Time Value of Money. 10. Valuation Concepts. 11. Risk and Rates of Return. PART IV: CORPORATE DECISION MAKING. 12. The Cost of Capital. 13. Capital Budgeting. 14. Capital Structure and Dividend Policy Decisions. 15. Working Capital Management. PART V: INVESTOR DECISION MAKING. 16. Investment Concepts. 17. Security Valuation and Selection.

Survivor's Guide to Finance

Pierre G. Bergeron, University of Ottawa
1-Color, 464 pp., 2002

ISBN: 0-538-72517-6

 <http://www.swlearning.com>



Designed for managers with little or no financial expertise, *A Survivor's Guide to Finance* makes financial decision-making clear and concise to managers of all levels. Users with little or no training in accounting and finance will find this book as a solid source of understanding.

Personal Finance

Planning Your Financial Future, 3e

Louise E. Boone, University of South Alabama
David L. Kurtz,
University of Arkansas Fayetteville
Douglas Hearth, University of Arkansas

4-Color, 800 pp., 2003

ISBN: 0-324-18024-1

 <http://boone.swlearning.com>



The goal of this text is to help one make better financial decisions. It adopts a life-cycle approach to financial planning. The writing style, designed for readers with diverse educational backgrounds, is informal and relatively non-technical. The emphasis is on practical application and decision making. Concepts are reinforced with diverse real-life examples, up-to-date information, expert advice, and a problem solving format. Easy-to-complete worksheets are integrated into the text. New "Surf's Up" Internet Exercises have been added. The result is a quality text that is current and provides a thorough, conceptually sound treatment of the subject for both students and instructors alike.

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Instructor's Resource CD-ROM

0-324-18031-4

NEW Personal Financial Planning, 10e

Lawrence J. Gitman,
San Diego State University
Michael D. Joehnk, Arizona State University
4-Color, 704 pp., 2005

ISBN: 0-324-28247-8

 <http://gitman.swlearning.com>



This text, now in its tenth edition, is clear and concise with shorter chapters that allow for flexible course organization without compromising coverage. Designed as a mid-level approach to personal financial planning, this text is written in a conversational style with many real-life examples. The life-cycle approach, practical applications, and decision-making focus are reinforced with expert advice, helpful tools, and real-life examples.

Supplements

Instructor's Resource CD-ROM

0-324-29148-5

Personal Investing: An Interactive Approach

Leslie Lum,
Bellevue Community College, Bellevue, WA

1-Color, 300 pp., 2003

ISBN: 0-324-10154-6

 <http://lum.swlearning.com>



This product provides an online solution for teaching personal investments. Using a how-to approach, it teaches the basics of investing through online text, graphics, exercises, in-class investing projects, and self-testing.

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Financial Management

Fundamentals of Financial Management, 10e

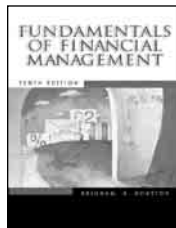
Eugene F. Brigham, University of Florida

Joel F. Houston, University of Florida

4-Color, 992 pp., 2004

ISBN: 0-324-17829-8

 <http://brigham.swlearning.com>



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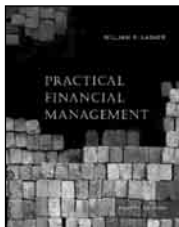
New Practical Financial Management with Thomson ONE, 4e

William R. Lasher, Nichols College

4-Color, 704 pp., 2005

ISBN: 0-324-26076-8

 <http://lasher.swlearning.com>



A text that offers clear, concise, and practical real world treatment of key financial management topics with the assumption readers have little knowledge of financial concepts. Advanced math is eliminated from the theory sections and everyday math is geared towards making the material useful yet understandable, supported by numerous worked-out examples and graphical and intuitive presentations of math where appropriate. Written by a former CFO, the book offers practical, real-world discussion of key topics, including cross-functional coverage of the agendas and biases decision-makers across the firm may bring to a financial proposal.

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New Financial Management: Theory and Practice with Thomson ONE, 11e

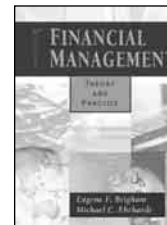
Eugene F. Brigham, University of Florida

Michael C. Ehrhardt, University of Tennessee

4-Color, 1,024 pp., 2005

ISBN: 0-324-25968-9

 <http://brigham.swlearning.com>



Continuing the four goals from the first edition such as helping students to make good financial decisions motivating students by demonstrating finance is relevant and interesting, and presenting the material clearly, this Eleventh Edition promises to be the best yet. Written by a highly-acclaimed, best selling author team, this text remains the only text to present a balance of financial theory and applications.

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