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Economics 5th edition n. gregory mankiw mark p. taylor

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Economics is the UK and European adaptation of Greg Mankiw's classic textbook 'Principles of economics', carefully crafted by Mark Taylor. The authors present economics from a fresh perspective, making it accessible to new students. This book appeals to applied courses with a business focus. The writing style is engaging and precise, suitable for presenting economic theories to tomorrow's decision-makers. It encourages students to apply economic thinking in their daily lives. Economics focuses on providing students with a robust conceptual understanding of the subject using modern approaches. It follows the original book's structure while incorporating European economic structures and institutions, adapting language and cultural references for a European readership. The book uses UK and European case studies, press extracts, and the Euro, including a section on common currency areas and European monetary union. N. Gregory Mankiw is a renowned economist at Harvard University, where he holds the Robert M. Beren Professorship of Economics. He has taught various economics courses, including macroeconomics, microeconomics, statistics, and principles of economics. Mankiw has also researched topics such as price adjustment, consumer behavior, financial markets, monetary and fiscal policy, and economic growth. His work has been published in prominent academic journals and widely accessible forums. Mankiw has written popular textbooks, including Macroeconomics and Principles of Economics. His textbook, Principles of Economics, has sold over two million copies and has been translated into twenty languages. He has also held various prestigious positions, including research associate at the National Bureau of Economic Research, adviser to the Federal Reserve Bank of Boston, and member of the ETS test development committee for the advanced placement exam in economics. { "text": "Economics" textbook by Greg Mankiw has been adapted for a UK and European audience by Mark Taylor. The book's strength lies in presenting economics from a beginner's perspective, making it appealing to business-oriented courses. The conversational writing style helps explain economic theories to future decision-makers. Students are encouraged to apply an economic way of thinking in their daily lives. The book is structured similarly to the original, but with European economic structures and institutions in mind. It uses contemporary approaches to theory and references UK and European economies. Major changes include updated information on taxation systems, monetary policy, and common currency areas. Greg Mankiw is a renowned economist, author, and academic who has taught at Harvard University for 14 years. Mark Taylor is the Dean of John M Olin Business School at Washington University, USA." } Professor Taylor holds academic credentials from Oxford University and London University, including a master's in economics and a doctoral degree. He has taught economics at multiple universities worldwide, covering various levels and subjects such as macroeconomics, microeconomics, and econometrics. Prior to his current role, he worked as a senior economist at the International Monetary Fund and the Bank of England. His research contributions are extensively documented in prominent economic journals, making him one of the most highly cited economists globally. Additionally, Professor Taylor serves as an advisor to influential organizations like the IMF, World Bank, European Commission, and UK government officials, while also holding memberships with prestigious research institutions and societies.