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A decade after the financial crisis, there is a growing consensus that economics has failed and needs to go back to the drawing board. David Orrell argues that it has been trying to solve the wrong problem all along. Economics sees itself as the science of scarcity. Instead, it should be the science of money (which plays a surprisingly small role in mainstream theory). And money is a substance that turns out to have a quantum nature of its own. Just as physicists learn about matter by studying the exchange of particles at the subatomic level, so economics should begin by analysing the nature of money-based transactions. Quantum Economics therefore starts with the meaning of the phrase 'how much' - or, to use the Latin word, quantum. From quantum physics to the dualistic properties of money, via the emerging areas of quantum finance and quantum cognition, this profoundly important book reveals that quantum economics is to neoclassical economics what quantum physics is to classical physics - a genuine turning point in our understanding.

The last 20 years have brought remarkable growth and change to the sporting goods industry. The term "sporting goods" once comprised only equipment like golf clubs, basketballs and tennis rackets. With the recent explosion in apparel and footwear sales, though, the industry has moved far beyond equipment manufacture. Skyrocketing marketing budgets have resulted in top-name athletic endorsements and relentless branding, and athletic companies' logos are now easily among the most recognizable corporate trademarks in the world. This work, both a valuable text for students and an indispensable handbook for professionals, offers insight into every major function of the sporting goods industry. Chapters cover the development of the industry; the industry's structure and size; manufacturers' products and market shares;

channels of distribution; sports medicine and product liability; sports marketing, including licensing, endorsement and sponsorship; the use of traditional media and market research; sales trends and profitability; and e-commerce. Each chapter includes discussion questions and exercises. Appendices provide directories of sporting goods vendors, retailers, and multi-sport media and trade associations. Instructors considering this book for use in a course may request an examination copy here.

The Mises Institute is thrilled to bring back this popular guide to ridiculous economic policy from the ancient world to modern times. This outstanding history illustrates the utter futility of fighting the market process through legislation. It always uses despotic measures to yield socially catastrophic results. It covers the ancient world, the Roman Republic and Empire, Medieval Europe, the first centuries of the U.S. and Canada, the French Revolution, the 19th century, World Wars I and II, the Nazis, the Soviets, post-war rent control, and the 1970s. It also includes a very helpful conclusion spelling out the theory of wage and price controls. This book is a treasure, and super entertaining!

This popular textbook offers a thorough and accessible approach to Canadian Studies through comparative analyses of Canada and the United States, their histories, geographies, political systems, economies, and cultures. Students and professors alike acknowledge it as an ideal tool for understanding the close relationship between the two countries, their shared experiences, and their differing views on a range of issues. Fully revised and updated, the second edition of Canadian Studies in the New Millennium includes new chapters on Demography and Immigration Policy, the Environment, and Civil Society and Social Policy, all written by leading scholars and educators in the field. At a time in which there is a growing mutual dependence between the US and Canada for security, trade, and investment, Canadian Studies in the New Millenni-

um will continue to be a valuable resource for students, educators, and practitioners on both sides of the border.

This book examines the long term economic growth that has raised the West's material living standards to levels undreamed of by counterparts in any previous time or place. The authors argue that this growth has been driven by technological revolutions that have periodically transformed the West's economic, social and political landscape over the last 10,000 years and allowed the West to become, until recently, the world's only dominant technological force. Unique in the diversity of the analytical techniques used, the book begins with a discussion of the causes and consequences of economic growth and technological change. The authors argue that long term economic growth is largely driven by pervasive technologies now known as General Purpose (GPTs). They establish an alternative to the standard growth models that use an aggregate production function and then introduce the concept of GPTs, complete with a study of how these technologies have transformed the West since the Neolithic Agricultural Revolution. Early modern science is given more importance than in most other treatments and the 19th century demographic revolution is studied with a combination of formal models of population dynamics and historical analysis. The authors argue that once sustained growth was established in the West, formal models can shed much light on its subsequent behaviour. They build non-conventional, dynamic, non-stationary equilibrium models of GPT-driven growth that incorporate a range of phenomena that their historical studies show to be important but which are excluded from other GPT models in the interests of analytical tractability. The book concludes with a study of the policy implications that follow from their unique approach.

The last three decades have seen an explosion of social, psychological and clinical research to identify effective strategies to pre-

vent and treat alcohol-related problems. This "Essential Handbook" contains an updated selection of reviews of "what works" drawn from the critically acclaimed International Handbook of Alcohol Dependence and Problems. Selected specifically for health and other professionals, who need to provide effective responses in their work, these authoritative, science-based reviews are a distillation of the more practical elements, designed to save time for the busy practitioner.

Mainstream textbooks present economics as an objective science free from value judgements; that settles disputes by testing hypotheses; that applies a pre-determined body of principles; and contains policy prescriptions supported by a consensus of professional opinion. The Economics Anti-Textbook argues that this is a myth - one which is not only dangerously misleading but also bland and boring. It challenges the mainstream textbooks' assumptions, arguments, models and evidence. It puts the controversy and excitement back into economics to reveal a fascinating and a vibrant field of study - one which is more an 'art of persuasion' than it is a science. The Economics Anti-Textbook's chapters parallel the major topics in the typical text, beginning with a boiled-down account of them before presenting an analysis and critique. Drawing on the work of leading economists, the Anti-Textbook lays bare the blind spots in the texts and their sins of omission and commission. It shows where hidden value judgements are made and when contrary evidence is ignored. It shows the claims made without any evidence and the alternative theories that aren't mentioned. It shows the importance of power, social context and legal framework. The Economics Anti-Textbook is the students' guide to decoding the textbooks and shows how real economics is much more interesting than most economists are willing to let on.

When *Economyths* was first published in 2010, David Orrell showed how mainstream economics is based on key myths such as fair competition, rational behaviour, stability and eternal growth - and how these myths lead paradoxically to their opposites: inequality, an irrational economy, financial instability and a collision with nature's limits. Since then, we've had Occupy, political upheaval, flash crashes in financial markets, the warmest few years in recorded history - and a growing chorus demanding fundamental reform. So how has economics responded? In this revised and expanded edition, Orrell shows how the ten myths still

dominate economics. He reveals their roots in thought that goes back to the ancient Greeks, making them hard to dislodge. And he uncovers, demolishes and develops an alternative to the greatest economyth of all - the one that will lead to the collapse of orthodox economics.

Designed for courses in introductory economics at Canadian universities and colleges. Economics is continually changing and evolving in response to developments in the world economy. *Microeconomics*, Thirteenth Canadian Edition is modern and up-to-date with these changes. The current economic crisis and recession have been integrated throughout the text making this resource the most relevant principles of economics text in the market. Topics and major issues facing the world's economies are clearly introduced to students without sacrificing the rigour and detail needed to teach this course.

"A 10-chapter book that gets to the core of Sociology." Concise coverage, balanced viewpoints, and an attractive full-colour design characterize this popular introductory sociology text. In just 10 brief chapters, *Core Concepts in Sociology* covers the key material required for a short introductory course and reflects the authors' careful consideration of the needs of Canadian classes. The innovative "In-Class Edition" format helps students actively engage with the learning process, by combining the text and study guide into one source, by including study tips right alongside the text, and by including a bound-in study card. In the second edition, the lively student-centred writing style has been maintained, with an increased depth to coverage of theory and methods, particularly feminism and qualitative research methods. Also, this new edition now includes MySocLab, the innovative resource centre for research and study aids. With these and other valuable features, *Core Concepts in Sociology* will be a strong asset to students.

The Study Guide allows students to expand their learning experience outside the classroom. Prepared by S. Brock Blomberg of Claremont McKenna College and Jim Haischer of Polk Community College, the study guide includes: * Learning Objectives for each chapter * Chapter Overviews for each chapter * Hints and Tips * Chapter Reviews * Short-Answer Questions * Exercises * Extension Exercises * Additional Multiple-Choice Questions * Answers to questions and exercises * Explanations to some Multiple-Choice Questions Students can purchase the Study Guide through the on-

line catalog, or from MyPearsonStore.

"Written to engage you with real world issues and questions in economics, this book provides up-to-date coverage of the financial crisis and its many subsequent implications, which are vital to understanding today's economic climate. Case studies help you to understand how economics works in practice, and to think critically"--Back cover.

Rick Lipsey returned from a vacation with an unusual job offer. After playing a few rounds at Bhutan's Royal Thimphu Golf Club, one of the members asked if he'd consider becoming the kingdom's golf pro. "Sure, I'd love to move to Bhutan," Lipsey flippantly responded. Next thing you know, he, his wife, and their infant daughter are boarding a plane for this remote Himalayan country. With one foot in the ancient world and the other in the twenty-first century, Bhutan is working to successfully meld the old and the new, from subsistence farming and religious festivals to the Internet and World Wrestling Entertainment. In *Golfing on the Roof of the World*, Rick sets great golf travel writing against the bigger political story of Bhutan's entrance to the modern world. Not only does he teach and play golf in the shadow of the world's tallest peaks, but he also comes to understand the seismic shifts in store for the last Buddhist kingdom where peace and spiritual prosperity have abounded, and the national standard for measuring success is Gross National Happiness.

For undergraduate courses in sports economics, this book introduces core economic concepts developed through examples from the sports industry. The sports industry provides a seemingly endless set of examples from every area of microeconomics, giving students the opportunity to study economics in a context that holds their interest. The *Economics of Sports* explores economic concepts and theory of industrial organization, public finance, and labor economics in the context of applications and examples from American and international sports.

Web service technologies are redefining the way that large and small companies are doing business and exchanging information. Due to the critical need for furthering automation, engagement, and efficiency, systems and workflows are becoming increasingly more web-based. *Web Services: Concepts, Methodologies, Tools, and Applications* is an innovative reference source that examines relevant theoretical frameworks, current practice guidelines, industry standards and standardization, and the latest empirical re-

search findings in web services. Highlighting a range of topics such as cloud computing, quality of service, and semantic web, this multi-volume book is designed for computer engineers, IT specialists, software designers, professionals, researchers, and upper-level students interested in web services architecture, frameworks, and security.

This volume features forty-two essays written in honor of Joseph Agassi. It explores the work and legacy of this influential philosopher, an exciting and challenging advocate of critical rationalism. Throughout six decades of stupendous intellectual activity, Agassi called attention to rationality as the very starting point of every notable philosophical way of life. The essays present Agassi's own views on critical rationalism. They also develop and expand upon his work in new and provocative ways. The authors include Agassi's most notable pupils, friends, and colleagues. Overall, their contributions challenge the received view on a variety of issues concerning science, religion, and education. Readers will find well-reasoned arguments on such topics as the secular problem of evil, religion and critical thinking, liberal democratic educational communities, democracy and constitutionalism, and capitalism at a crossroad. To Joseph Agassi, philosophy is the practice of reason, where reason is understood as the relentless search for criticisms of the best available explanations that we have to the world around us. This book not only honors one of the most original philosophers of science today. It also offers readers insights into a school of thought that lies at the heart of philosophy.

The ubiquity of technology has not only brought the need for computer knowledge to every aspect of the modern business world; it has also increased our need to safely store the data we are now creating at a rate never experienced before. Delivery and Adoption of Cloud Computing Services in Contemporary Organizations brings together the best practices for storing massive amounts of data. Highlighting ways cloud services can work effectively in production and in real time, this book is an essential reference source for professionals and academics of various disciplines, such as computer science, consulting, information technology, information and communication sciences, healthcare, and finance.

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your Pearson representative for more information. Ragan is a classic text known for its rigor, detail, breadth, and balance. It provides clarity without intellectual compromise and is considered the most trusted and reliable text in the market. If you would like to purchase both the physical text and MyLab Economics, search for: 0135322855 / 9780135322857 Macroeconomics Plus MyLab Economics with Pearson eText -- Access Card Package, 16/e Package consists of: 0134835832 / 9780134835839 Macroeconomics, Sixteenth Canadian Edition, 16/e 0135233453 / 9780135233450 MyLab Economics with Pearson eText -- Standalone Access Card -- for Macroeconomics, 16e

Richard Lipsey and Alec Chrystal have rewritten their global best-seller to take account of the latest international developments, whilst revising their core material to ensure students have the best possible grounding in economics.

Economics of Money, Banking, and Financial Markets heralded a dramatic shift in the teaching of the money and banking course in its first edition, and today it is still setting the standard. By applying an analytical framework to the patient, stepped-out development of models, Frederic Mishkin draws students into a deeper understanding of modern monetary theory, banking, and policy. His landmark combination of common sense applications with current, real-world events provides authoritative, comprehensive coverage in an informal tone students appreciate.

Note: If you are purchasing an electronic version, MyEconLab does not come automatically packaged with it. To purchase MyEconLab, please visit www.MyEconLab.com or you can purchase a package of the physical text and MyEconLab by searching for ISBN 10: 0321866339 / ISBN 13: 9780321866332. An indispensable reference for students enrolled in any business and economics program, Ragan: Economics builds on a rich legacy of success in teaching and learning. Ragan: Economics provides students with an introduction to the major issues facing the world's economies, to the methods that economists use to study those issues, and to the policy problems that those issues create.

Ecological economics can help create the future that most people want – a future that is prosperous, just, equitable and sustainable. This forward-thinking book lays out an alternative approach that places the sustainable wellbeing of humans and the rest of nature as the overarching goal. Each of the book's chapters, written by a diverse collection of scholars and practitioners, outlines a re-

search and action agenda for how this future can look and possible actions for its realisation.

Taxes are a constant part of life for every company and a constant element of economics, finance, and financial law. Any changes observed in the science and theory also apply to the importance and position of taxes in the practice of corporate finance, public finance, and economic growth. Beside this, a new meaning of taxes in the economies of countries in the world and the European Union is introduced. Taxes will always introduce risks and uncertainties in business, due to the high volatility and uncertainty of tax law. Moreover, being a category that affects the economic growth, they cause disturbances in stability and welfare of the state. Therefore, while considering the essence of taxes in a country, one should not consider this category in isolation from corporate finance and social welfare. Two things are certain in the world: death and taxes.

The recent explosion of digital media, online networking, and e-commerce has generated great new opportunities for those Internet-savvy individuals who see potential in new technologies and can turn those possibilities into reality. It is vital for such forward-thinking innovators to stay abreast of all the latest technologies. Web-Based Services: Concepts, Methodologies, Tools, and Applications provides readers with comprehensive coverage of some of the latest tools and technologies in the digital industry. The chapters in this multi-volume book describe a diverse range of applications and methodologies made possible in a world connected by the global network, providing researchers, computer scientists, web developers, and digital experts with the latest knowledge and developments in Internet technologies.

When asked to describe this text, most Lipsey readers use the same word: precise. The authors do not gloss over subjects when presenting economic ideas; rather, they offer a patient explanation of the concept and back it up with the latest research and data. Taken separately, neither theory nor data alone can give readers a true understanding of the idea, but when combined these elements give students a complete view of economics in the real world. What is Economics?: Economic Issues and Concepts; How Economists Work. An Introduction to Demand and Supply: Demand, Supply, and Price; Elasticity; Markets in Action. Consumers and Products: Consumer Behavior; Producers in the Short Run; Producers in the Long Run. Market Structure and Efficiency: Com-

petitive Markets; Monopoly, Cartels, and Price Discrimination; Imperfect Competition and Strategic Behavior; Economic Efficiency and Public Policy. Factor Markets: How Factor Markets Work; Labor Markets; Interest Rates and the Capital Market. Government in the Market Economy: Market Failures and Government Intervention; The Economics of Environmental Protection; Taxation and Public Expenditure. An Introduction to Macroeconomics: What Macroeconomics Is All About; The Measurement of National Income. The Economy in the Short Run: The Simplest Short-Run Macro Model; Adding Government and Trade to the Simple Macro Model; Aggregate Supply and Aggregate Demand in the Short Run. The Economy in the Long Run: From the Short Run to the Long Run: The Adjustment of Factor Prices; The Difference Between Short-Run and Long-Run Macroeconomics; Long-Run Economic Growth. Money, Banking, and Monetary Policy: Money and Banking; Money, Interest Rates, and Economic Activity; Monetary Policy. Macroeconomic Problems and Policies: Inflation and Disinflation; Unemployment Fluctuations and the NAIRU; Government Debt and Deficits. The United States the Global Economy: The Gains from International Trade; Trade Policy; Exchange Rates and the Balance of Payments. For all readers interested in economics. This study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift. In this rigorous analysis, David George uses as his data a century of word usage within The New York Times, starting in 1900. It is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez-faire free market capitalism, and so much of the book seeks to demonstrate the

subtle ways in which the changing language indeed carries with it a political message. This analysis is made through exploration of five major areas of focus: "economics rhetoric" scholarship and the growing "behavioral economics" school of thought; the discourse of government and taxation; the changing meaning of "competition," and "competitive"; changing attitudes toward labor and the celebration of growth relative to the decline in attention to economic justice and social equality.

Introduction to economics for complete beginners

E. Wayne Nafziger analyzes the economic development of Asia, Africa, Latin America, and East-Central Europe. The book is suitable for those with a background in economics principles. Nafziger explains the reasons for the recent fast growth of India, Poland, Brazil, China, and other Pacific Rim countries, and the slow, yet essential, growth for a turnaround of sub-Saharan Africa. The fifth edition of the text, written by a scholar of developing countries, is replete with real-world examples and up-to-date information. Nafziger discusses poverty, income inequality, hunger, unemployment, the environment and carbon-dioxide emissions, and the widening gap between rich (including middle-income) and poor countries. Other new components include the rise and fall of models based on Russia, Japan, China/Taiwan/Korea, and North America; randomized experiments to assess aid; an exploration of whether information technology and mobile phones can provide poor countries with a shortcut to prosperity; and a discussion of how worldwide financial crises, debt, and trade and capital markets affect developing countries.

This collection of eminent contributions discusses the ideas and works of Mark Blaug, who has made important and often pioneering contributions to economic history, economic methodology, the

economics of education, development economics, cultural economics of education, development economics, cultural economics. An indispensable reference for students enrolled in any business and economics program, Ragan: Economics is a classic, mature-edition text known for its rigor, detail, breadth, and balance. It provides clarity without intellectual compromise and is considered the most trusted and reliable text in the market. In the new 15th edition, Chris Ragan has streamlined the content, updated data, and added new end-of-chapter study exercises to tackle challenging concepts. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. Students, if interested in purchasing this title with MyEconLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyEconLab, search for: 0134378822 / 9780134378824 Microeconomics, Fifteenth Canadian Edition Plus NEW MyEconLab with Pearson eText -- Access Card Package, 15/e Package consists of: 0133910431 / 9780133910438 Microeconomics, Fifteenth Canadian Edition 0134288416 / 9780134288413 NEW MyEconLab with Pearson eText -- Valuepack Access Card -- for Microeconomics, Fifteenth Canadian Edition

This work maintains the approach of the US text, Principles of Economics by Case and Fair, but with the main focus on Europe. This is reflected in the use of the open economy approach, the use of the Euro as the standard currency, as well as providing numerous European examples and applications. Maths Boxes enable the lecturer to decide on the amount of calculus they wish to include. End-of-chapter problems with selected answers at the end of the book allow students to assess their progress.