

# **AP<sup>®</sup> Economics**



# **Economics** AP Edition (20E), ©2015 McConnell • Brue • Flynn

*Economics* remains the top selling book for AP macroeconomics and AP microeconomics courses. The authors' 40 years of teaching success is reflected in the clear treatment of economics concepts, balanced coverage, and patient explanations. This new AP edition is engaging and modern. Cutting-edge technology products, like *Connect*® *Economics*, enhance the experience.

The program includes:

- AP Correlation
- AP Chapter Introductions and AP-Style questions for chapter review
- AP Quick-Review Sections
- · Micro- and macroeconomics complete practice exams
- Online AP Teacher's Manual with chapter objectives, essential questions, lessons, and activities.
- AP Chapter Question Banks with AP-style multiple choice questions.
- McGraw-Hill's Connect<sup>®</sup> for AP Economics including SmartBook<sup>™</sup> adaptive reading experience and LearnSmart<sup>™</sup> adaptive study tool.

# **AP** advantage

**Complete Digital Solution for AP Success** 



### **AP COURSE PREP**

Online, self-paced program designed to build the necessary skills and background knowledge for your AP course.



### **AP COURSE SUPPORT**

Robust, web-based assignment and assessment platform complete with an adaptive study tool and an adaptive eBook.



//CODIE// 2014 SIIA CODIE FINALIST

### **AP TEST PREP**

Adaptive AP test prep solution complete with personalized learning plans and four complete AP practice exams.

# mheonline.com/advancedplacement/

AP®, Advanced Placement®, and Advanced Placement Program® are trademarks registered by the College Board, which was not involved in the production of, and does not endorse, these products.

# **AP<sup>®</sup> Economics**

#### PART 1: AN INTRODUCTION TO ECONOMICS AND THE ECONOMY

- **CH. 1** Limits, Alternatives, and Choices (+ Appendix)
- **CH. 2** The Market System and the Circular Flow

#### PART 2: PRICE, QUANTITY, AND EFFICIENCY

- **CH. 3** Demand, Supply, and Market Equilibrium (+ Appendix)
- CH. 4 Elasticity
- **CH. 5** Market Failures: Public Goods and Externalities

#### PART 3: MICROECONOMICS OF PRODUCT MARKETS

- CH. 6 Consumer Behavior (+ Appendix)
- **CH. 7** Businesses and the Costs of Production
- CH. 8 Pure Competition in the Short Run
- **CH. 9** Pure Competition in the Long Run
- CH. 10 Pure Monopoly
- **CH. 11** Monopolistic Competition and Oligopoly (+ Appendix)

### TABLE OF CONTENTS

#### PART 4: MICROECONOMICS OF RESOURCE MARKETS

- CH. 12 The Demand for Resources
- **CH. 13** Wage Determination (+ Appendix)
- CH. 14 Rent, Interest, and Profit
- CH. 15 Natural Resource and Energy Economics

#### PART 5: MICROECONOMICS OF GOVERNMENT

- CH. 16 Public Finance: Expenditures and Taxes
- **CH. 17** Asymmetric Information, Voting, and Public Choice

#### PART 6: MICROECONOMIC ISSUES AND POLICIES

- CH. 18 Antitrust Policy and Regulation
- CH. 19 Agriculture: Economics and Policy
- **CH. 20** Income Inequality, Poverty, and Discrimination
- CH. 21 Health Care
- CH. 22 Immigration

#### PART 7: GDP, GROWTH, AND INSTABILITY

- CH. 23 An Introduction to Macroeconomics
- **CH. 24** Measuring Domestic Output and National Income
- CH. 25 Economic Growth
- **CH. 26** Business Cycles, Unemployment, and Inflation

#### PART 8: MACROECONOMIC MODELS AND FISCAL POLICY

- CH. 27 Basic Macroeconomic Relationships
- CH. 28 The Aggregate Expenditures Model
- **CH. 29** Aggregate Demand and Aggregate Supply (+ Appendix)
- CH. 30 Fiscal Policy, Deficits, and Debt

#### PART 9: MONEY, BANKING, AND MONETARY POLICY

- **CH. 31** Money, Banking, and Financial Institutions
- CH. 32 Money Creation
- CH. 33 Interest Rates and Monetary Policy
- **CH. 34** Financial Economics

#### PART 10: EXTENSIONS AND ISSUES

- **CH. 35** Extending the Analysis of Aggregate Supply
- **CH. 36** Current Issues in Macro Theory and Policy

#### PART 11: INTERNATIONAL ECONOMICS

- CH. 37 International Trade
- **CH. 38** The Balance of Payments, Exchange Rates, and Trade Deficits

# ISBN LIST

6-Year Standard Student Bundle	6-Year Stu
(Student Edition with Connect®)	(Studen
6-Year Student AP advantage Bundle	Connect®,
(Student Edition with ONboard, Connect, SCOREboard) 978-0-02-139489-0	eBook, 6-y
6-Year AP advantage Digital Bundle	Economics
(ONboard, Connect, SCOREboard	Digital b

6-Year Student Bundle (Student Edition with eBook)	978-0-02-131883-4
Connect <sup>®</sup> , 6-year subscription	978-0-02-131867-4
eBook, 6-year subscription	978-0-02-131873-5
Economics ONboard with SCOREboard Digital bundle	.978-0-02-142327-9

Note: 1-year ISBN bundles are available on the AP Price list

AP®, Advanced Placement®, and Advanced Placement Program® are trademarks registered by the College Board,

which was not involved in the production of, and does not endorse, these products.

Ask your rep now about the 2016 AP advantage offer!

# **AP** advantage

CALL US TO LEARN MORE! 1-800-334-7344