



Tried and True Favorite, Streamlined for the AP Curriculum

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. It is streamlined to only focus on AP content with easy visual clues to separate microeconomic and macroeconomic content.

This AP Edition also offers:

- A new Focus Review Guide workbook to help students apply the essential AP content.
- Robust AP resources including AP part and chapter introductions, AP-style test practice, AP quick review sections, and complete practice exams.
- An online AP teacher's manual with pacing guides, teaching notes, student stumbling blocks, and lecture notes.
- Graphing practice, and additional graphing exercises and support.



The Pathway to Success for Today's AP[®] Students

AP advantage helps students navigate the rigors of Advanced Placement[®] coursework with accessible, engaging and fully aligned resources designed specifically for today's learners.

1 **ON**board[™]

AP Course Prep

- Self-paced, diagnostic, interactive AP course prep
- Builds prerequisite skills and knowledge before the first day of class
- Great for summer assignments

2 **AP**core[™]

AP Course Resources

- Robust online teaching and learning platform that extends class instruction
- Interactive, engaging pedagogy tied to the text
- Powerful reporting tools and customizable content

3 **SCORE**board[™]

AP Test Prep

- Personalized, adaptive AP content review
- Four complete, auto-graded AP practice exams
- Builds mastery and confidence for AP Exam success

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.

Table of Contents

■ Both Macro and Micro

■ Microeconomics

■ Macroeconomics

PART ONE Introduction to Economics and the Economy

- CHAPTER 1 Limits, Alternatives, and Choices
- CHAPTER 2 The Market System and the Circular Flow

PART TWO Price, Quantity, and Efficiency

- CHAPTER 3 Demand, Supply, and Market Equilibrium
- CHAPTER 4 Market Failures: Public Goods and Externalities
- CHAPTER 5 Government's Role and Government Failure

PART THREE Consumer Behavior

- CHAPTER 6 Elasticity
- CHAPTER 7 Utility Maximization

PART FOUR Microeconomics of Product Markets

- CHAPTER 8 Businesses and the Costs of Production
- CHAPTER 9 Pure Competition in the Short Run
- CHAPTER 10 Pure Competition in the Long Run
- CHAPTER 11 Pure Monopoly
- CHAPTER 12 Monopolistic Competition
- CHAPTER 13 Oligopoly and Strategic Behavior

PART FIVE Microeconomics of Resource Markets and Government

- CHAPTER 14 The Demand for Resources
- CHAPTER 15 Wage Determination
- CHAPTER 16 Rent, Interest, and Profit
- CHAPTER 17 Public Finance: Expenditures and Taxes

PART SIX Microeconomic Issues and Policies

- CHAPTER 18 Antitrust Policy and Regulation
- CHAPTER 19 Income Inequality, Poverty, and Discrimination

PART SEVEN GDP, Growth, and Instability

- CHAPTER 20 An Introduction to Macroeconomics

- CHAPTER 21 Measuring Domestic Output and National Income
- CHAPTER 22 Economic Growth
- CHAPTER 23 Business Cycles, Unemployment, and Inflation

PART EIGHT Macroeconomic Models and Fiscal Policy

- CHAPTER 24 Basic Macroeconomic Relationships
- CHAPTER 25 The Aggregate Expenditures Model
- CHAPTER 26 Aggregate Demand and Aggregate Supply
- CHAPTER 27 Fiscal Policy, Deficits, and Debt

PART NINE Money, Banking, and Monetary Policy

- CHAPTER 28 Money, Banking, and Financial Institutions
- CHAPTER 29 Money Creation
- CHAPTER 30 Interest Rates and Monetary Policy
- CHAPTER 31 Financial Economics

PART TEN Extensions and Issues

- CHAPTER 32 Extending the Analysis of Aggregate Supply
- CHAPTER 33 Current Issues in Macro Theory and Policy

PART ELEVEN International Economics

- CHAPTER 34 International Trade
- CHAPTER 35 The Balance of Payments, Exchange Rates, and Trade Deficits

ENRICHMENT CHAPTERS (online only)

- CHAPTER 1 Behavioral Economics
- CHAPTER 2 Technology, R&D, and Efficiency
- CHAPTER 3 Natural Resource and Energy Economics
- CHAPTER 4 Agriculture: Economics and Policy
- CHAPTER 5 Health Care
- CHAPTER 6 Immigration
- CHAPTER 7 The Economics of Developing Countries

ISBN List

AP advantage Print and Digital Bundle (Student Edition with ONboard™, Online Student Edition, SCOREboard™)

6 year: 978-0-07-683226-2 | 1 year: 978-0-07-683232-3

AP advantage Deluxe Print and Digital Bundle (Student Edition with AP Focus Review Guide, ONboard™, Online Student Edition, SCOREboard™)

6 year: 978-0-07-683227-9 | 1 year: 978-0-07-683233-0

AP advantage Digital Student Subscription (ONboard™, Online Student Edition, SCOREboard™)

6 year: 978-0-07-903340-6 | 1 year: 978-0-07-903339-0

AP advantage Digital Teacher Subscription (ONboard™, Online Teacher Edition, SCOREboard™)

6 year: 978-0-07-903346-8 | 1 year: 978-0-07-903345-1

AP advantage access includes SmartBook, interactive eBook, AP Test Banks, and AP Teacher Manual, and more teaching and learning resources.