A clear dichotomy exists between an European economy centred on international trade and the environmental damage to which this focus...
gives rise. There is a need for a novel approach based on a shift away from the goal of ever-faster travel and

International Marketing

For the freshman/sophomore level of the introductory foods course at universities and community colleges. A leading seller for many years, this text has helped prepare thousands of students for careers as food scientists, foodservice managers, dietitians, and extension agents. Written for the beginning student, it provides clear, straightforward explanations of all of the basic principles of food preparation. It treats the chemistry involved in a way that is non-threatening and does not interfere with the flow of the text. The first part of the text covers basic principles, preparing the way for discussions in subsequent chapters. The new edition encompasses the latest information on technological advances in food preparation and processing. It also deals with the effect of shifting demographics on food trends, and the increasing body of knowledge available to the general populace about nutrition.

Global Business

________________ As seen on Sky News All Out Politics ‘There’s no understanding global inequality without understanding its history. In The Divide, Jason Hickel brilliantly lays it out, layer upon layer, until you are left reeling with the outrage of it all.’ - Kate Raworth, author of Doughnut Economics · The richest eight people control more wealth than the poorest half of the world combined. · Today, 60 per cent of the world’s population lives on less than $5 a day. · Though global real GDP has nearly tripled since 1980, 1.1 billion more people are now living in poverty. For decades we have been told a story: that development is working, that poverty is a natural phenomenon and will be eradicated through aid by 2030. But just because it is a comforting tale doesn’t make it true. Poor countries are poor because they are integrated into the global economic system on unequal terms, and aid only helps to hide this. Drawing on pioneering research and years of first-hand experience, The Divide tracks the evolution of global inequality – from the expeditions of Christopher Columbus to the present day – offering revelatory answers to some of humanity’s greatest problems. It is a provocative, urgent and ultimately uplifting account of how the world works, and how it can change for the better.

The Divide

BUSINESS MATH, 17E provides comprehensive coverage of personal and business-related mathematics. In addition to reviewing the basic operations of arithmetic, students are prepared to understand and manage their personal finances, as well as grasp the fundamentals of business finances. BUSINESS MATH, 17E prepares students to be smart shoppers, informed taxpayers, and valued employees. Basic math skills are covered in a step-by-step manner, building confidence in users before they try it alone. Spreadsheet applications are available on the Data Activities CD, and a simulation activity begins every chapter. Chapters are organized into short lessons for ease of instruction and include algebra connections, group and class activities, communication skills, and career spotlights. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Engineering Economy

This volume provides an applications-oriented introduction to the role of management science in decision-making. The text blends problem formulation, managerial interpretation, and math techniques with an emphasis on problem solving.

Economic Regulation: Business and Government

Praktische atlas van Tung's acupuncuur, een methode waarbij slechts weinig naalden worden gebruikt.

International economics

Confronting Capitalism

The updated tenth edition of this clear, precise calculus text with superior applications sets the standard in calculus. This proven text was carefully revised to give students the solid base they need to succeed in math, science and engineering programs. Through a comprehensive technology package, this edition now includes more opportunity to incorporate optional, but meaningful, technology into the course.

Practical Atlas of Tung's Acupuncture

Issues in Financial Accounting addresses the controversial issues in financial accounting that have been debated by the preparers, users, auditors and regulators of financial statements. Henderson provides the best balance of technical and theoretical coverage in any Financial Accounting text on the market today, with its presentation of real-world examples, current debates and the underlying rationale for the accounting concepts demonstrated. Throughout the text, academic studies and professional accounting research are referenced to also provide a critical understanding of historical debates in financial accounting. The new 15th edition covers significant recent developments to the accounting standards in Australia and is based on the AASB standards and interpretations that have been issued up to the end of 2012. This includes the Australian Accounting Standard Board’s (AASB) program of changes to make accounting standards equivalent to International Financial Reporting Standards.

Study Guide, Young/Freeman University Physics, Ninth Edition
Samuelson’s text was first published in 1948, and it immediately became the authority for the principles of economics courses. The book continues to be the standard-bearer for principles courses, and this revision continues to be a clear, accurate, and interesting introduction to modern economics principles. Bill Nordhaus is now the primary author of this text, and he has revised the book to be as current and relevant as ever.

Introduction to Probability and Statistics

International Economics, 13th Edition provides students with a comprehensive, up-to-date review of the field’s essential principles and theory. This comprehensive textbook explains the concepts necessary to understand, evaluate, and address the economic problems and issues the nations of the world are currently facing, and are likely to face in the future. Balancing depth and accessibility, the text helps students identify the real-world relevance of the material through extensive practical applications and examples. The new, thoroughly updated and expanded edition provides students with a solid knowledgebase in international trade theory and policy, balance of payments, foreign exchange markets and exchange rates, open-economy macroeconomics, and the international monetary system. The text uniquely employs the same graphical and numerical model in chapters that cover the same basic concept, allowing students to recognize the relationship among the different topics without having to start with a new example each time. Clear, straightforward discussions of each key concept and theory are complemented by concrete, accessible, and relatable examples that serve to strengthen student comprehension and retention. Topics include the ‘Great Recession’, the increase in trade protectionism, excessive volatility and large misalignments of exchange rates, and the impacts of resource scarcity and climate change to continued growth and sustainable development.

Issues in Financial Accounting

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. A focused, streamlined approach to implementing an effective global financial management strategy. Tomorrow’s business leaders will be expected to comprehend global markets and lead their organizations through a constantly changing global environment. By grounding concepts in the context of illuminating case studies and real-world examples, Fundamentals of Multinational Finance familiarizes readers with the fundamental concepts and tools necessary to implement an effective global financial management strategy. This edition includes the many new financial management challenges faced by today’s business leaders—while still providing readers with a streamlined text that gets straight to the important concepts.

An Introduction to Management Science

A principles-level introduction to international economics that is accessible to all majors. This book is also suitable for readers interested in the field of international economics. International Economics uses a rich array of case studies to illuminate economic institutions and policies as well as recent developments in the global economy—without readers having to rely on a prerequisite knowledge of higher-level math. Further, the book’s flexible approach—with self-contained chapters and comprehensive coverage—allows instructors to adapt the text easily to a wide range of syllabi. The sixth edition preserves the organization and coverage of the fifth edition and adds a number of updates and enhancements. All tables and graphs have been updated and every chapter begins with a list of student learning outcomes. Chapter 13, The United States in the World Economy, is heavily revised and refocused towards U.S. international economic relations, including NAFTA, but adds material on other trade agreements, including a new case study on preferential agreements such as the African Growth and Opportunity Act. Available with the award-winning MyEconLab! MyEconLab is a powerful assessment and tutorial system that works hand-in-hand with International Economics. MyEconLab includes comprehensive homework, quiz, test, and tutorial options, where instructors can manage all assessment needs in one program. Note: If you are purchasing the standalone text (ISBN: 0132948915) or electronic version, MyEconLab does not come automatically packaged with the text. To purchase MyEconLab, please visit: www.myeconlab.com or you can purchase a package of the physical text + MyEconLab by searching the Pearson Higher Education web site. MyEconLab is not a self-paced technology and should only be purchased when required by an instructor.

Business Math

Developed in the classroom by two of the most prominent researchers in the field, Feenstra and Taylor’s International Economics is a modern textbook for a modern audience, connecting theory to empirical evidence and expanding beyond the traditional focus on advanced companies to cover emerging markets and developing economies. Essentials of International Economics, Third Edition is the brief version of that textbook designed for a one-semester course covering both international trade and international macroeconomics. The new edition has been thoroughly updated, including the latest on the Eurozone crisis.

Thomas’ Calculus

With one side of the political aisle proposing increasingly more socialistic and anti-capitalistic ideas, the other side has been quick to defend our country’s great economic model, with good reason. Capitalism—spanning a spectrum from laissez faire to authoritarian—shapes the market economies of all the wealthiest and fastest-growing nations. But does that mean it is perfect as is, and that we would not all benefit from an honest evaluation and reconstruction of the free market system that has shaped our country’s way of economic growth? The truth is, trouble is cracking capitalism’s shiny veneer. In the US, Europe, and Japan, economic growth has slowed down. Wealth is concentrated in the hands of a few; natural resources are exploited for short-term profit; and good jobs are hard to find. In Confronting Capitalism, business expert Philip Kotler explains 14 major problems undermining capitalism, including: persistent and increasing poverty, automation’s effects on job creation, high debt burdens, steep environmental costs, boom-bust economic cycles, and more. But this landmark book does not stop with merely revealing the problems. It also delivers a heartening message: We can turn
things around! Movements toward shared prosperity and a higher purpose are reinvigorating companies large and small, while proposals abound on government policies that offer protections without stagnation. Kotler identifies the best ideas, linking private and public initiatives into a force for positive change, and offers suggestions for returning to a healthier, more sustainable capitalism that works for all.

Silk Road to Belt Road

The undisputed leader in international marketing, this book pioneered the environmental/cultural approach to the field. It concentrates on explaining how a nation's culture and environment should be central to any marketing strategy. Hot topics are also emphasized, including Strategic International Alliances, Green Marketing, TQM, the Japanese distribution system, NAFTA, the Commonwealth of Independent States, and much more.

Essentials of International Economics

Informatics in Economy

This book is carefully designed and correlated to the thirteen telecourse video programs to enrich your understanding of economic principles.

Macroeconomics

Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. Global Business, 4th Edition, is the first global business book that answers the big question, What determines the success and failure of firms around the globe? Globally renowned scholar and author Mike Peng integrates both an institution-based view and resource-based view throughout every chapter, bringing an unparalleled continuity and strategic approach to the learning process. The book combines an inviting, conversational style with the latest research and examples that reflect the most recent global developments. A wealth of business cases from Mike Peng and other respected international experts delve into how companies throughout the world have expanded globally. All-new video cases that cover every chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw you into cutting-edge international discussions help you learn to think independently and view business challenges from a truly global perspective. With Global Business, 4th Edition, you view business through the eyes of a true world citizen and gain the understanding you need to become an effective manager within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

International Economics

This volume approaches China's Belt and Road Initiative as a process of culturalization, one that started with the Silk Road and continued over the millennium. In mainstream literature, the Belt and Road Initiative (BRI) has been portrayed as the geo-economic vision and geo-political ambition of China's current leaders, intended to shape the future of the world. However, this volume argues that although geopolitics and geo-economy may play their part, the BRI more importantly creates a venue for the meeting of cultures by promoting people-to-people interaction and exchange. This volume explores the journey from the Silk Road to Belt Road by analyzing topics ranging from history to religion, from language to culture, and from environment to health. As such, scholars, academics, researchers, undergraduate and graduate students from the Humanities, Social Sciences, and Business will find an alternative approach to the Belt and Road Initiative.

International Economics

Engineering Economy is intended to serve as a text for classroom instruction in undergraduate, introductory courses in Engineering Economics. It also serves as a basic reference for use by practicing engineers in all specialty areas (e.g., chemical, civil, computer, electrical, industrial, and mechanical engineering). The book is also useful to persons engaged in the management of technical activities. Used by engineering students worldwide, this best-selling text provides a sound understanding of the principles, basic concepts, and methodology of engineering economy. Built upon the rich and time-tested teaching materials of earlier editions, it is extensively revised and updated to reflect current trends and issues, with an emphasis on the economics of engineering design throughout. It provides one of the most complete and up-to-date studies of this vitally important field. MyEngineeringLab for Engineering Economy is a total learning package that is designed to improve results through personalized learning. MyEngineeringLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. It will help: Personalize Learning: MyEngineeringLab provides students with a personalized interactive learning environment, where they can learn at their own pace and measure their progress. Provide a Solid Foundation in the Principles, Concepts, and Methodology of Engineering Economy: Students will learn to understand and apply economic principles to engineering. Prepare Students for Professional Practice: Students will develop proficiency with the process for making rational decisions that they are likely to encounter in professional practice. Support Learning: The TestGen testbank allows instructors to regenerate algorithmically-generated variables within each problem to offer students a virtually unlimited number of paper or online assessments. Note: You are purchasing a standalone product; MyEngineeringLab does not come packaged with this content. If you would like to purchase both the physical text and MyEngineeringLab, search for
International Economics

International Economics, 17e combines rigorous economic analysis with attention to the issues of economic policy that are alive and important today in this field. Written in a concise and readable format, Pugel uses economic terminology when enhancing the analysis so that the reader can build their understanding of global economic developments and evaluate proposals for changes in economic policies. The text is informed by current events and includes the latest in applied international research. Like earlier editions, Pugel also places international economics events within a historical framework. The overall treatment continues to be intuitive rather than mathematical and is strongly oriented towards policy.

Fundamentals of Multinational Finance

Covering the conventional areas of international economics, this edition provides the blend of events and analysis to help readers understand global economic developments and to evaluate proposals for changes in economic policies. It combines economic analysis with attention to the issues of economic policy that are important.

Theory and Practice of International Economic Law

The economic concepts presented in Managerial Economics show students how to use quantitative methods and economic analysis alongside common sense to better understand business and address managerial problems. The text's unique integrative approach demonstrates that important business decisions are interdisciplinary and must involve collaboration between multiple business functions. Including updated real company cases and examples, the 15th edition of this text demonstrates how economic concepts and tools can be applied to real organisations and management situations.

International Economics

The 8th Edition of Contemporary Economics continues to offer a clear, concise presentation of basic micro- and macroeconomic theory. Emphasising how the discipline of economics connects to the world, the book takes a friendly and accessible tone, illustrating theory with applications. This new edition comes with updated applications and data to reflect the changing world events since the previous edition was published. With a vast range of updated applications, the handbook uses real world, globally relevant examples that make the subject easy to understand. New and updated topics include: Energy and oil Economic sanctions on Russia and Iran The Eurozone Crisis The Trans-Pacific Partnership China and the world currency market Including a Companion Website complete with instructor’s manual, lecture slides and test bank, as well as an online study guide and multiple choice questions for students, Contemporary Economics is suitable for both economics students and non-majors studying economics and economic issues at the introductory level.

Advanced Engineering Economics

This book constitutes revised selected papers from the 15th International Conference on Informatics in Economy, IE 2016, held in Cluj-Napoca, Romania, in June 2016. The 10 full papers and 4 short papers presented in this volume were carefully reviewed and selected from 31 extended paper submissions for this book. They are organized in sections on Distributed Systems, Information Systems Adoption, Knowledge Representation and Processing, Domain-specific Data Analysis, and Computational Models. The volume also contains one invited keynote paper in full-paper length.

Economics

McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students all over the world. It has remained the most widely used principles of economics product as a result of persistent innovation. The 19th edition brought adaptive technology to the market for the first time with LearnSmart, a resource that ensures that every minute a student spends studying is the most efficient and productive time possible. Feedback from users in combination with the analysis of student performance data from the 19th edition's digital products significantly informed the revision of the 20th edition, resulting in a product expertly tailored to the needs of today's students. With the 20th edition, students and instructors will benefit from a new offering that expands upon the dynamic and superadaptive capabilities of LearnSmart: SmartBook, the first and only adaptive eBook. McConnell/Brue/Flynn's tradition of innovation continues with the 20th edition, providing market-leading content and digital mastery to benefit today's learners.

Concepts of Biology
Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, Concepts of Biology is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today’s instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes an innovative art program that incorporates critical thinking and clicker questions to help students understand—and apply—key concepts.

Managerial Economics

International Trade

For courses in Mathematics for Business and Mathematical Methods in Business. This classic text continues to provide a mathematical foundation for students in business, economics, and the life and social sciences. A bountiful applications cover such diverse areas as business, economics, biology, medicine, sociology, psychology, ecology, statistics, earth science, and archaeology. Its depth and completeness of coverage enables instructors to tailor their courses to students' needs. The authors frequently employ novel derivations that are not widespread in other books at this level. The Twelfth Edition has been updated to make the text even more student-friendly and easy to understand.

Engineering Economy

Developed in the classroom by two of the most prominent researchers in the field, Feenstra and Taylor's International Economics is a modern textbook for a modern audience, connecting theory to empirical evidence and expanding beyond the traditional focus on advanced companies to cover emerging markets and developing economies. International Trade is a split volume from the text, covering: • Offshoring of goods and services (Chapter 6) • Tariffs and quotas under imperfect competition (Chapter 9) • International agreements on trade, labor, and the environment (Chapter 11) A s well as core topics: • The Ricardian model (Chapter 2) • The specific-factors model (Chapter 3) • The Heckscher-Ohlin model (Chapter 4) • Trade with increasing returns to scale and imperfect competition (Chapter 6) • Import tariffs and quotas under perfect competition (Chapter 8) • Export subsidies (Chapter 10)


This book is on international economic law, and as such unavoidably examines international economic institutions which to some extent determine the content and character of international economic law - the IMF, the World Bank, OECD, OPEC, the Paris and London Clubs of Creditors, the G8 and G20, regional economic blocs and other economic institutions. International economic law principles like the most favored nation principle, national treatment standard, rules of origin, free trade, foreign investment, loans and sundry other issues are examined by the text showing how the interest of developed nations and international financial institutions sound through these legal issues. The book interrogates international economic law than is commonly the case with mainstream texts on the subject.

Introductory Foods


Contemporary Economics

Used by hundreds of thousands of students since its first edition, INTRODUCTION TO PROBABILITY AND STATISTICS, Fourteenth Edition, continues to blend the best of its proven, error-free coverage with new innovations. Written for the higher end of the traditional introductory statistics market, the book takes advantage of modern technology—including computational software and interactive visual tools—to facilitate statistical reasoning as well as the interpretation of statistical results. In addition to showing how to apply statistical procedures, the authors explain how to describe real sets of data meaningfully, what the statistical tests mean in terms of their practical applications, how to evaluate the validity of the assumptions behind statistical tests, and what to do when statistical assumptions have been violated. The new edition retains the statistical integrity, examples, exercises, and exposition that have made this text a market leader—and builds upon this tradition of excellence with new technology integration. Important Notice: Media content referenced within the product.