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The combination of David Begg with new co-author Gianluigi Vernasca is one of the many reasons that the 10th edition of Economics stands out from the crowd. After extensive research, they have revised the structure of the book to make it more concise, perfected their rigorous yet accessible approach, updated data throughout and created over 80 new example boxes. The result is a textbook fully equipped with everything you need to master your economics principles course.

This is a text for all students of introductory economics at undergraduate or postexperience level. It may be used for a one year course and includes a recommended contents outline for a shortened or modular course.

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