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"WE CAN'T TAX AND SPEND OUR WAY BACK TO THE GOOD TIMES." -- Arthur B. Laffer and Stephen Moore

When Arthur B. Laffer spearheaded the theory of supply-side economics and became a member of President Reagan's Economic Policy Advisory Board, he took his place as an economic icon. More recently, he joined with Stephen Moore and Peter J. Tanous to write *The End of Prosperity* -- a clarion call delineating what is wrong with current political approaches to America's present economic challenges. Steve Forbes himself described *The End of Prosperity* as "brilliantly insightful," saying "READ IT -- AND ACT!"

Now Arthur Laffer and Stephen Moore follow the rousing success of *The End of Prosperity* with a book even more vital to America and Americans, delivering a plan that shows how our country can regain its lost prosperity. With the economy flat on its back, unemployment at a twenty-five-year high, and the housing default crisis still worsening, is this even possible? But America can once again become the land of economic opportunity, and this brilliant new book tells us exactly how. While President George W. Bush and President Barack Obama may hail from different parties, their response to the crisis has been strikingly similar. The Bush-Obama plan is a failure that has produced nothing except a cascade of trillions of dollars of debt. Is the situation hopeless? No, say Arthur Laffer and Stephen Moore

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distributed among consumers. This completely new textbook combines rigorous economic theory with its practical application in the environment to provide the most up-to-date and thorough coverage of the subject. The author introduces input-output models and general equilibrium analysis of environmental policy which is unique in an environmental economic text at this level and illustrates the text with real-life case studies. (Los Angeles, Peru, Eastern Europe)

“Eureka! Skousen has done the impossible. Students love it! I will never use another textbook again.”—Harry Veryser, University of Detroit-Mercy They said it couldn’t be done. Austrian economics is so different, they said, that it couldn’t be integrated into standard “neo-classical” textbooks. Consequently, college students learn nothing about the great Austrian economists (Mises, Hayek, Schumpeter). Professor Mark Skousen’s *Economic Logic* aims to change that. Based on his popular course taught at Columbia University, Skousen starts his “micro” section with Carl Menger’s “theory of the good” and the profit-and-loss income statement to explain the dynamics of the market process, entrepreneurship, and the advantages of saving. Then he uses a powerful Hayekian four-stage model of the economy to introduce “macro,” including a new Austrian measure of spending at all stages of production (Gross Domestic Expenditures). *Economic Logic* also offers chapters on: The international gold standard, the defects of central banking, and the Mises/Hayek theory of the business cycle. A full critique of the Keynesian Aggregate Supply and Demand (AS-AD) model, and a

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revolutionary Austrian alternative. Entrepreneurship, the financial markets, environmental economics, monetary policy and inflation, federal spending and taxes, and government regulation. Leaders of all schools, including Austrian, Keynesians, Marxist, Chicago, and Public Choice.

While many writers dream of seeing their books in print, most don't succeed simply because they don't know the ropes. Written by a publisher with over three decades of experience, *How to Publish Your Nonfiction Book* was designed to maximize your chance of getting your nonfiction work published. The book begins by helping you define your book's category, audience, and marketplace. You are then guided in choosing the most appropriate publishing companies for your work, crafting a winning proposal, and submitting your package in the best way possible. Special sections allow you to be a savvy player in the contract game, and fill you in on options such as self-publishing. Most important, this book helps you avoid the errors that often prevent writers from reaching their goal. Here is a proven system for taking your work from the desk drawer to the bookstore. The economy is tough -- but Economics doesn't have to be! Let Roger Arnold's *ECONOMICS* open up the world of economic analysis for your students. With more detailed coverage of the financial and economic crisis than any other principles text on the market, fun and innovative pedagogy, easy customization, and fully integrated digital and course management options, *ECONOMICS* is the perfect solution for any classroom. With intriguing pop culture examples, the text bolsters

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student interest by illustrating the unexpected places economics occurs, and how economic forces link events to our lives and are part of your student's world 24/7. Entirely new to this edition is a complete set of Video Lectures featuring author Roger Arnold working through key concepts and graphs in each chapter. Ideal for self-study when students can play or replay the lectures, or for online courses, the Video Lectures provide even greater flexibility for instructors. The Tenth Edition is integrated with powerful resources, such as Aplia and Cengage's CourseMate for Economics, which provide unsurpassed planning and management tools, like homework that is automatically assigned, graded, and recorded online, or tracking of students' time spent with online resources. With new chapters reflecting a changing economy and new resources addressing the needs of a changing classroom, ECONOMICS, 10e is an ideal text for principles courses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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students. With more detailed coverage of the financial and economic crisis than any other principles text on the market, fun and innovative pedagogy, easy customization, and fully integrated digital and course management options, MICROECONOMICS is the perfect solution for any classroom. The book's intriguing pop culture examples help bolster student interest by illustrating the unexpected places economics occurs, and how economic forces link events to our lives and are part of your student's world 24/7. Entirely new to this edition is a complete set of Video Lectures featuring author Roger Arnold as he works through key concepts and graphs in each chapter of the text. Ideal for self-study when students can play or replay the lectures, or for online courses, the Video Lectures provide even greater flexibility for instructors. The Tenth Edition is integrated with powerful resources, such as Aplia and Cengage's CourseMate for Economics, which provide unsurpassed planning and management tools, like homework that is automatically assigned, graded, and recorded online, or tracking of students time spent with online resources. With new chapters reflecting a changing economy, and new resources addressing the needs of a changing classroom, MICROECONOMICS, 10e is an ideal text for Principles courses. Important Notice: Media content referenced within the product description or the

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Possibly the strangest phenomenon in all of economics is the absence of a long tradition of criticism focused on Keynesian economic theory. Keynesian demand management has been at the centre of some of the worst economic outcomes in history, from the great stagflation of the 1970s to the lost decade and more in Japan following the expenditure program of the 1990s. And once again, following the Global Financial

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