

Principles of Economics, an Asian edition

This is the Asian adaptation of N. Gregory Mankiw's market leading textbook Principles of Economics. While maintaining all the strengths of the original book, Professor Euston Quah and Dr. Peter Wilson have provided materials and examples that are most relevant to students in Asia. The book reflects Asian economic institutions and policy, features companies that operate in the region, and includes economic data from various Asian countries.

The text provides Asian students with a solid introduction to the principles and concepts of economics. It retains a strong international focus to enable students to place the Asian experience in a global context. Written for students taking economics for the first time, the book focuses on the core concepts and how these concepts are applied to the real world. Examples and cases throughout the text show students the relevance of the theory they are learning.

