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Dubai, UAE - Pearson Middle East, the world's learning company recently hosted a virtual event 'Making Data Talk!' with Michael Parkin, Professor in the Economics Department at the University of Western Ontario to empower the Middle East educators, in this digitally-driven world, to bring economics to life and develop students who are ready to leap into their career and the real world.

With clear topic summaries of content needed for the exams, knowledge-check questions and samples of exam-style questions and answers throughout, this guide will help you prepare for exams with confidence. - Identify key content for the exams with our concise summary of topics - Find out what examiners are looking for with our Questions and Answers section - Test your knowledge with rapid-fire questions and answers - Avoid common pitfalls with clear definitions and exam tips throughout - Reinforce learning with bullet-list summaries at the end of each section

For junior/senior undergraduates in a variety of fields such as economics, business administration, applied mathematics and statistics, and for graduate students in quantitative masters programs such as MBA and MA/MS in economics. A student-friendly approach to understanding forecasting. Knowledge of forecasting methods is among the most demanded qualifications for professional economists, and business people working in either the private or public sectors of the economy. The general aim of this textbook is to carefully develop sophisticated professionals, who are able to critically analyze time series data and forecasting reports because they have experienced the merits and shortcomings of forecasting practice.

This updated all-in-one textbook for Pearson Edexcel A level Economics A combines revised topic-by-topic guidance with brand new material. This book: - provides full coverage of all topics on the Edexcel A level Economics A specification - builds confidence and essential quantitative skills with knowledge check questions and exercises throughout the book, and answers available online - helps you understand and explain key economic concepts and issues accurately and effectively with clearly defined key terms throughout the text and in the theme-by-theme glossaries - keeps you up to date: new exciting case studies with follow-up questions linked to key specification topics will help you analyse and evaluate important economic trends and developments - develops important skills through new practice questions coupled with extracts and figures, and answers available online

Ian Marcousé's accessible and engaging textbooks brought together in one updated volume covering everything your students need to know for the Pearson Edexcel A level Business specification. - Breaks content down into short, clear chapters - covering all topics in the depth students need - Updated business examples throughout the text and in end of unit case studies bring the subject to life - A range of questions and activities provide students with the opportunity to apply what they know and practise questions - Builds students' confidence with key terms used in context and compiled in an accessible glossary - Supported by an Answer Guide to assist teaching and save time This Student Book has been endorsed for use with the Pearson Edexcel A Level

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Enhance your exam skills by testing your understanding of Economics with realistic exam style questions closely matched to the Pearson Edexcel Economics A course. These are perfect practice papers to help you achieve the grade you want in your Economics A-Level exams containing content from Theme 1 & 3, which has been closely matched to the Edexcel course. This pack consists of 3, 100-mark Paper 1: Markets and business behaviour (Themes 1 & 3) practice papers each with a very clear and detailed mark scheme showing the break down of marks to help students. These practice papers; - Help students understand the difficult topics in theme 1 and theme 3 by testing their knowledge and understanding with long answer essay questions - Clear and detailed mark schemes help students to self assess / peer mark their answers with an accurate representation of the mark they are likely to achieve - Realistic exam style questions allow students to use these practice papers under timed conditions improving their time management skills - Helps you understand and explain key economic concepts effectively with clear knowledge marks incorporated in the mark scheme

The emergence of an enterprise culture and entrepreneurial economy has led to the rapid development of theories, policies and practices in the field of entrepreneurship. Understanding Enterprise provides a critical introduction to enterprise in its broadest context, particularly its application to business through entrepreneurship and small business. The book is divided into three distinct parts, which examine traditional approaches to entrepreneurship, new perspectives on the subject, and the success or otherwise of government policy. Key features: - Extensively revised to take into account the latest thinking and research - Reassessment of traditional views and a critique of conventional wisdom - Updated coverage of the impact and failings of comparative government policies - A good balance between theoretical and practical perspectives Understanding Enterprise is an essential companion for undergraduate and postgraduate students of entrepreneurship. Policy makers and practitioners will also benefit from this comprehensive guide.

This updated all-in-one textbook for Pearson Edexcel A level Economics A combines revised topic-by-topic guidance with brand new material. This book: - provides full coverage of all topics on the Edexcel A level Economics A specification - builds confidence and essential quantitative skills with knowledge check questions and exercises throughout the book, and answers available online - helps you understand and explain key economic concepts and issues accurately and effectively with clearly defined key terms throughout the text and in the theme-by-theme glossaries - keeps you up to date: new exciting case studies with follow-up questions linked to key specification topics will help you analyse and evaluate important economic trends and developments - develops important skills through new practice questions coupled with extracts and figures, and answers available online

This fully updated Textbook for Pearson Edexcel A-level Politics will help your students develop a critical understanding of the latest developments in US Government and Politics. This trusted textbook by Anthony J Bennett, revised by David Tuck and Simon Lemieux, is specially designed to reflect the Edexcel specification and help your students approach complex topics with confidence. This Student Textbook: - Comprehensively covers the Government and Politics of the USA, including the 2020 Presidential elections - Places recent developments in a historical context throughout to show the influence of political history on current events - Builds your confidence by highlighting key terms and explaining synoptic links between different topics in the specification - Develops your analysis and evaluation skills through activities, debates and practice questions - Provides answer guidance for practice

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