

Pearson Arab World Editions

Hubbard, O'Brien, Eid and El Anshasy: Economics

Pearson is committed to bringing the most up-to-date learning tools to its clients all over the globe. That is why we have developed a collection of Arab World Editions – a series of popular textbooks which bring relevant, contextualized education products to students and instructors throughout the Arab World.

Available in the Fall of 2011, the Arab World Edition of Hubbard & O'Brien's *Economics* brings economics to life for Arab readers through its use of culturally specific case studies and examples.

Key features of the Arab World Edition of Hubbard's *Economics* include:

- "Economics in Your Life" – showing students how economics relates to their everyday lives.
- "Inside Look" – discussing relevant regional and global news articles.
- The inclusion of both macro and micro economics chapters – negating the need to purchase two separate textbooks.
- Illustrations and examples from companies operating in both the Arab region and abroad, including Aramex, OPEC, Nokia Middle East, Costa Coffee, Emirates airline, Orascom Telecom and Fedex Middle East, contextualize theories and concepts for learners.
- Revised language, enhancing the understanding of readers who have English as a second language.
- An analysis of the 2008 Global Financial Crisis.



This book is accompanied by adapted PowerPoint slides, instructor manual, test bank generator and online tutorial and homework system



“ Whilst there are many textbooks available that concentrate on Western economic experiences, there are few that focus on the Arab region...the attention this edition of *Economics* gives to Arab practices and events makes it more pertinent for students who are studying in this particular region. ”

Ashraf Eid and Amany El Anshasy.

For more information about any of the Arab World Editions please visit www.pearson.com/middleeast/awe