It’s Good to the Last Page!

Could learning economics be as enjoyable and stress-free as sitting with a group of friends drinking a cup of coffee? Yes, if you’re reading Greg Mankiw’s *Principles of Economics*, 3e! Greg believes that everyone should understand the basics of economics, and so when writing this book, he put himself in the position of someone learning economics for the first time. The result is an economics text that is readable and compelling for the first-time economics student.

Using a lively and conversational writing style, Greg clearly and concisely presents the theories and applications of economics to all of tomorrow’s decision-makers in a way that is as comfortable as drinking a cup of freshly brewed coffee with friends.

We invite you to read it for yourself! Stop by the Mankiw booth, request your complimentary exam copy, and enjoy a cup of coffee and a gift from us.

Visit [http://mankiw.swcollege.com](http://mankiw.swcollege.com) | To order call 1-800-423-0563

There is a limited amount of Mankiw gifts available. Attendees will be served on a first come basis.