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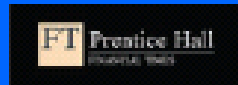
Innovators in Education

About Us

- We are the largest Higher and Professional Education Publisher in the world.

Pearson Education

- Key Imprints



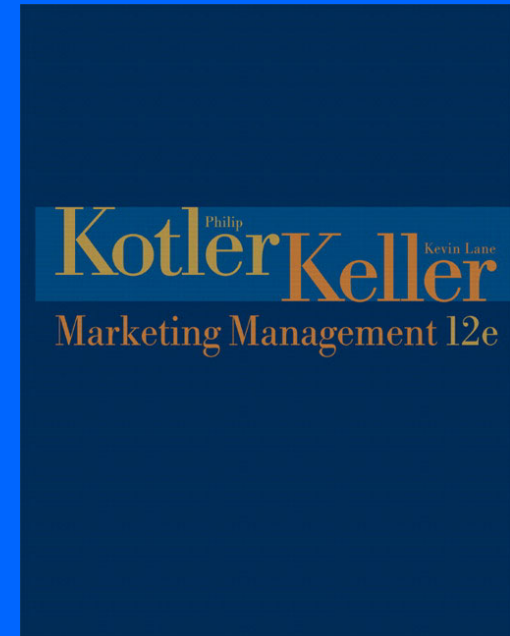
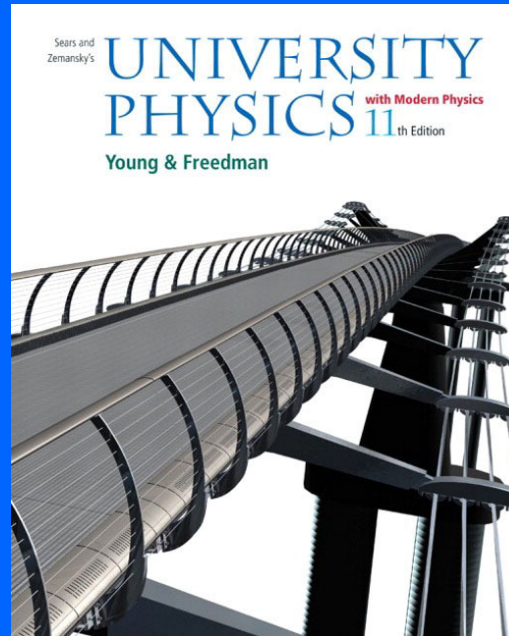
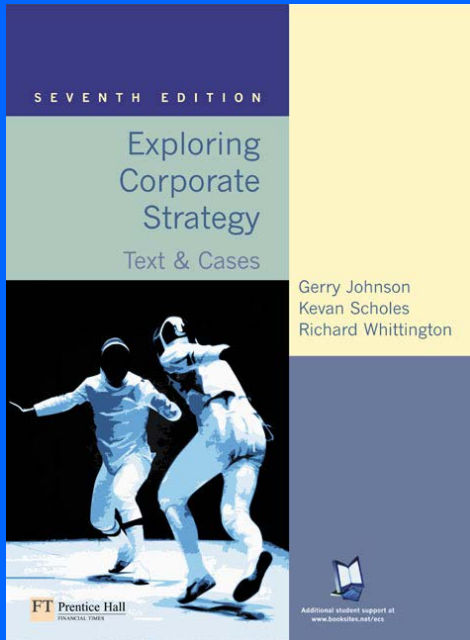
Core Markets

- Students in Higher & Further Education:
Business & Economics; Computer Science; Social Science, Humanities and Law; Engineering, Science and Maths.

Our Publishing Programme

- The best authors with the best ideas
- Work closely with authors and peers to shape ideas and craft books and related resources that are built for learning.
- Win with better sales and marketing
- Increasingly, adding value online and through customisation.

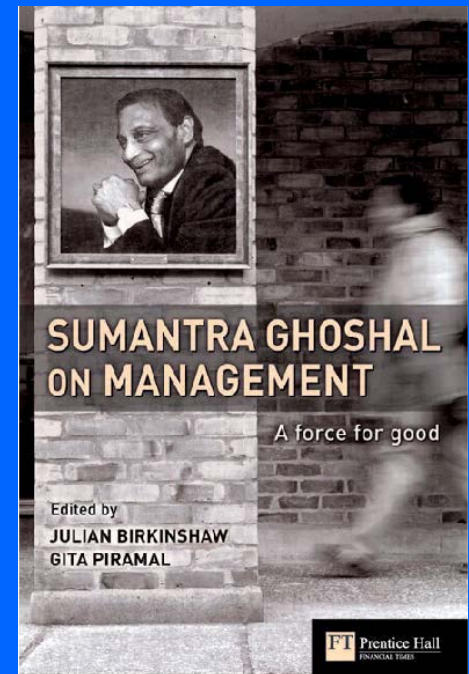
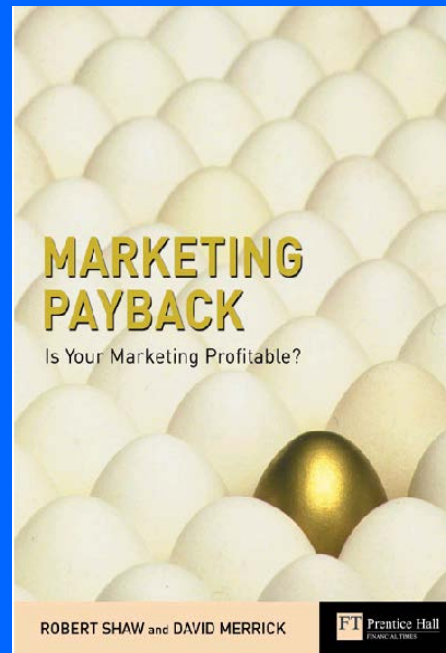
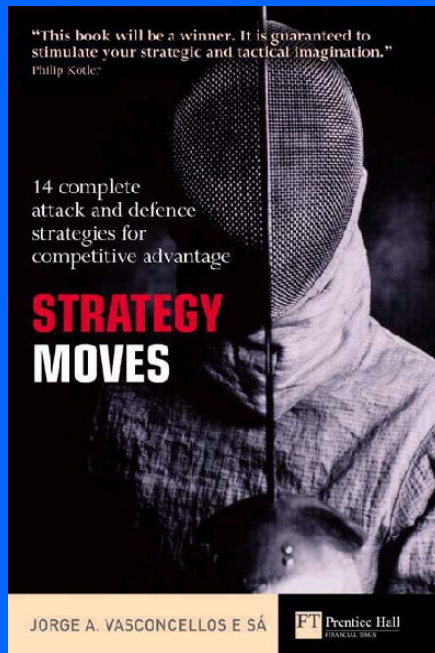
New titles from Pearson Education



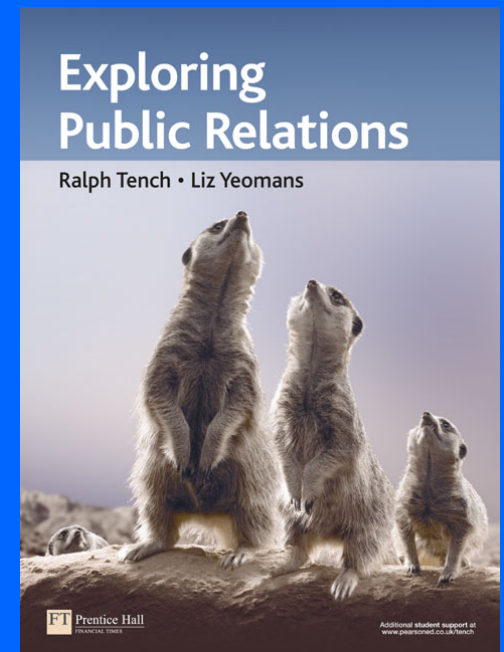
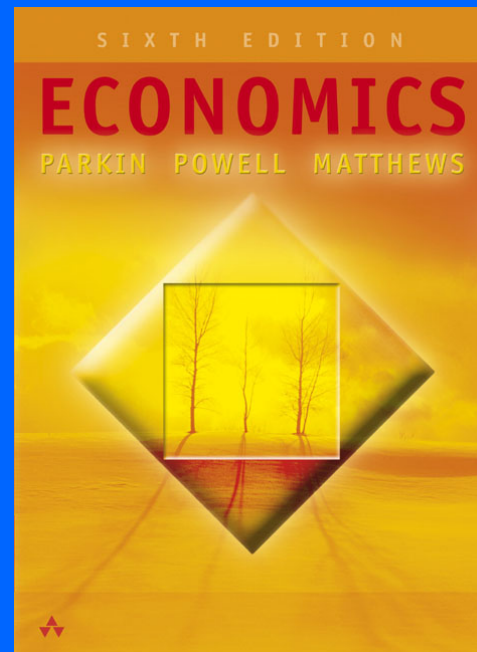
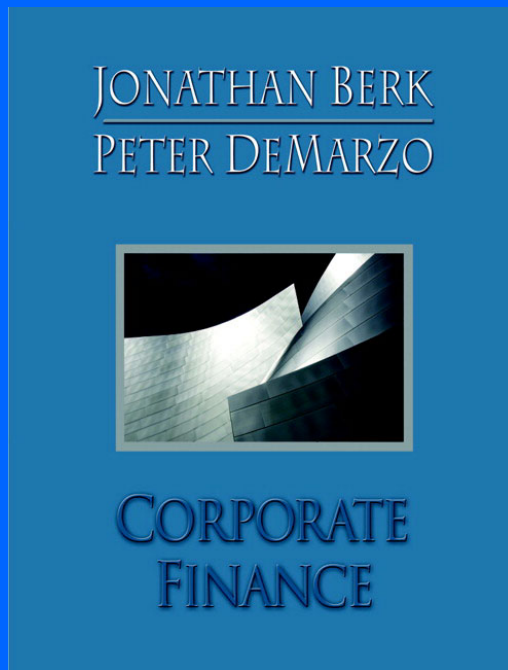
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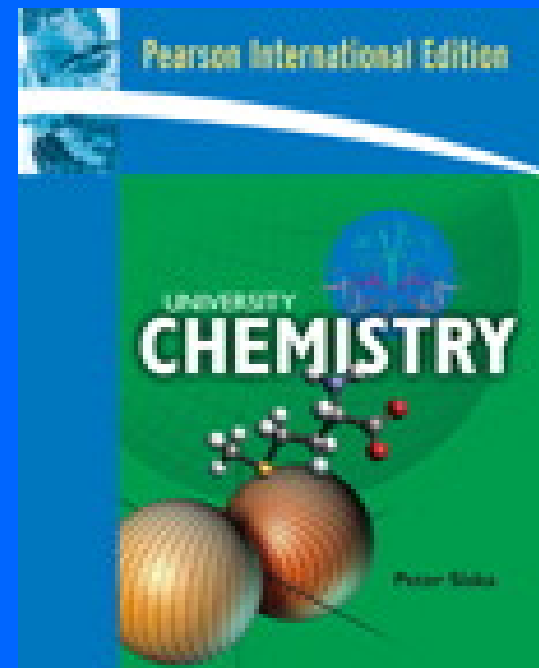
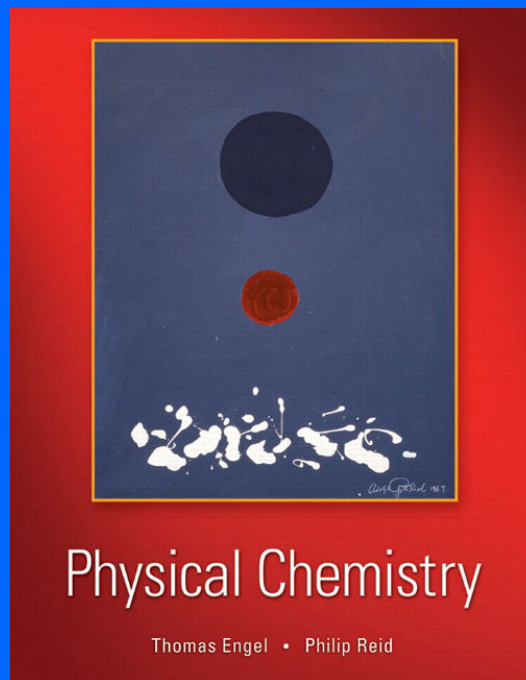
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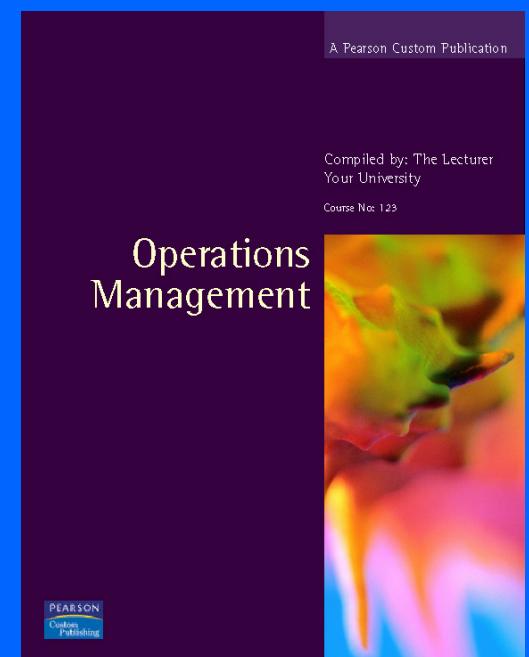
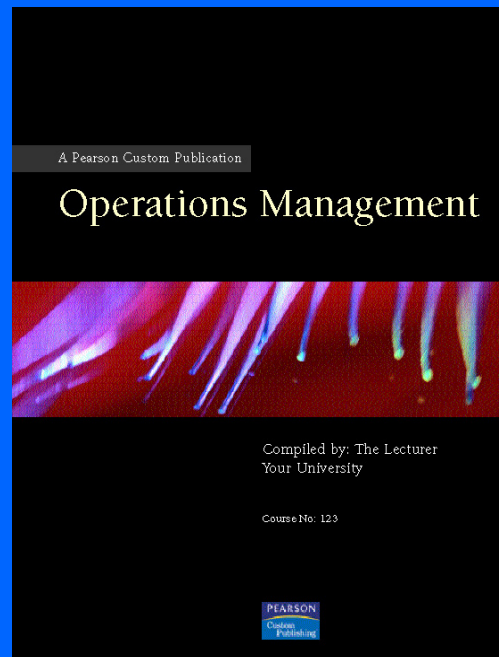
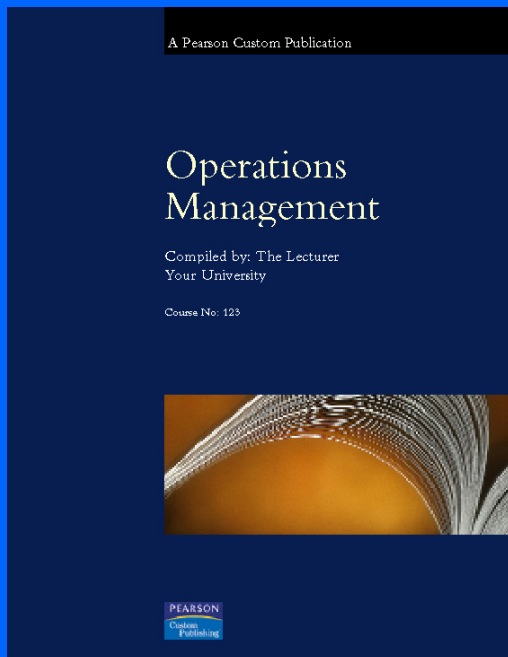
New titles from Pearson Education



What is Custom Publishing?

- A be-spoke text-book for a specific course
- Can include a variety of material from our textbooks and the lecturers' own course materials.
- Usually a 2 year commitment and available for sale at one store only

- What does the custom book look like?



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2nd Year TestGen EQ, 10/E

by Philip Kotler


© 2005 | Software | ISBN: 0131479458 | Status: Instock

 [TestGen Testbank file - PC](#) (1.04 MB | zip file | Type: Assessment) ?

Compressed file contains testbank files produced for TestGen version 5.5. TestGen test generator software is required to work with this testbank. You can download the latest version by clicking on the "Help downloading Instructor Resources" link.

 [TestGen Testbank file - MAC](#) (767 KB | sit file | Type: Assessment) ?

Compressed file contains testbank files produced for TestGen version 5.5. TestGen test generator software is required to work with this testbank. You can download the latest version by clicking on the "Help downloading Instructor Resources" link.

 [2nd Year Test Item File](#) (211697 | zip file | Type: Manuals/Guides) ?

.ZIP contains Microsoft Word file.

Instructors Resource CD with Videos on DVD (PAL), 10/E

by Philip Kotler

© 2004 | CD-ROM Only; 1 pages | ISBN: 0131427180 | Status: Out of Stock

This compact two disc kit contains all of the teaching supplements on CD (2 sets of PowerPoints, IM, TestGenEQ, images from the text...) plus a DVD that includes all of the video segments and video shorts.

 [PRS PowerPoint Files](#) (174000 | zip file | Type: Presentations) ?

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S&P500	1,210.20	- 0.00
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NYSE	7,515.02	- 0.00

WatchList

Symbol	Last	Chg
MSFT	25.49	N/A
QMC1	0.42	N/A
RHAT	16.38	N/A
ORCL	13.29	N/A

Sep 22 7:30 AM EDT

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Interact Exercise - Microsoft Internet Explorer

A body moves on a coordinate line such that it has a position $s = f(t) = t^2 - 6t + 5$ on the interval $0 \leq t \leq 7$, with s in meters and t in seconds.

- Find the body's displacement and average velocity for the given time interval.
- Find the body's speed and acceleration at the endpoints of the interval.
- When, if ever, during the interval does the body change direction?

▶ The body's displacement for the given time interval is m.
(Simplify your answer.)

Enter any number or expression in the blue-outlined box, then click Check Answer.

Check Answer Clear Answer Problem Progress

Show Me How

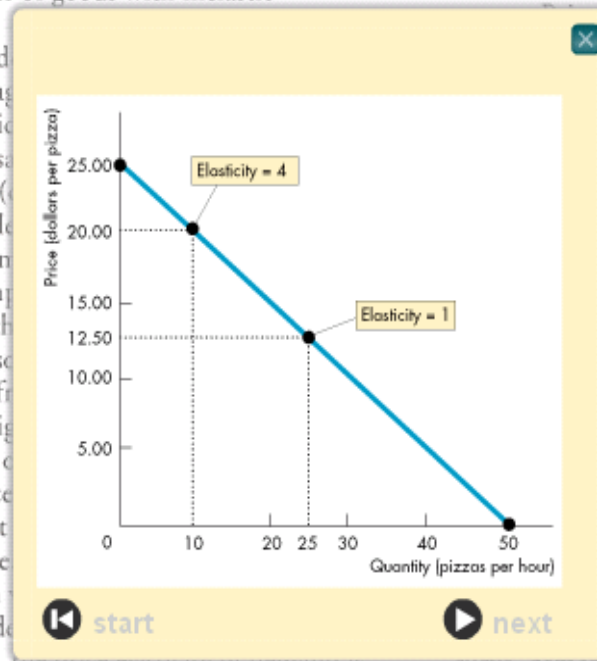
- Help Me Solve This
- View an Example
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housing are examples of goods with inelastic demand.

If the quantity demanded changes by a relatively large percentage, then the price change, then the price elasticity of demand is said to be high. A good is said to have an **elastic demand**. Figure 4.3 shows a demand curve with a high elasticity of demand. An example of a good with a high elasticity of demand is a soft drink from two camps. If the two machines are on the same side. If the two machines are on the same side for the same price, so the machine and some from the machine's price is high a small amount, no change with the higher price machines are perfect.

Between the cases is the general case in which the quantity demanded changes by a small amount in price. In this case, the price elasticity of demand is greater than 1 and the good is said to have an **elastic demand**. Automobiles and furniture are examples of goods that have elastic demand.



$$\text{Price elasticity of demand} = \frac{10/25}{5/12.50}$$

$$= 1.$$

Price elasticity of demand at an average price of a pizza is 1.

Suppose that the price falls from \$10 to \$5 and the quantity demanded increases from 30 to 50 pizzas an hour. The average price is now \$5 and the average quantity is 40 pizzas an hour. So

$$\text{Price elasticity of demand} = \frac{20/40}{10/5}$$

$$= 1/4.$$

Price elasticity of demand at an average price of a pizza is 1/4.

As you have seen how elasticity changes along a demand curve. At the mid-point of the demand curve, demand is unit elastic. Above the mid-point, demand is elastic. Below the mid-point, demand is inelastic.

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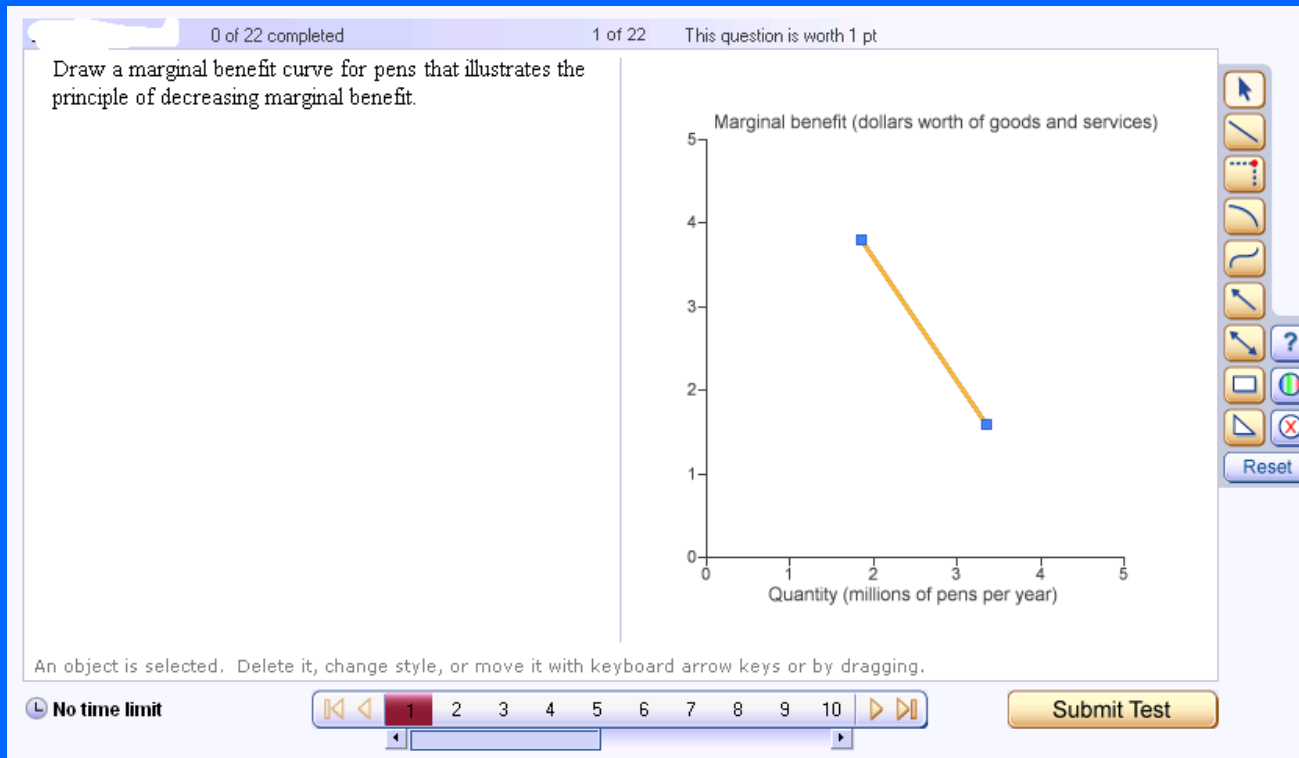
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3. Demand and Supply

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Prerequisite Settings

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