The Mankiw 7e eReader experience is so much more than moving words from the printed page to digital screen.

In addition to full search functionality, text highlighting and note-taking, and smart-links to previous chapters or relevant figures, the Mankiw 7e eReader features a variety of media assets specifically designed to address the challenges students and instructors have told us impede learning.

New Mankiw Roadmap videos feature Greg Mankiw introducing the chapter content by providing real world context and motivation around what the students will be learning in the upcoming chapter. These videos answer the “Why?” before getting into the “What?”, providing students with a better understanding of the importance and rationale for the chapter content and helping them to understand how economics relates to what they experience in their lives and see in the world around them. You can find the Mankiw Roadmap videos in the Introduction section of a chapter.

New ConceptClips, embedded throughout the interactive eReader, address the challenge of understanding economics terminology that students face when first introduced to the subject matter. Developed by Mike Brandl of The Ohio State University, these vocabulary animations provide students with a memorable and humorous auditory and visual representation of the important terminology for the course. You can find the ConceptClips embedded throughout the chapters.

New Graphing at a Glance video tutorials, embedded throughout the interactive eReader, enhance the learning experience by bringing graphs to life, allowing students to see graphs physically move along the axes. Understanding how graphs work and what shifts or movements along the curves mean in economics contexts is one of the difficult challenges that Principles students face in developing the economic way of thinking. Developed by Dr. John Min of Northern Virginia Community College, this feature walks students through basic graphing concepts, challenges, and graphing analyses via animated graphs. You can find the Graphing at a Glance video tutorials embedded throughout the chapters.

New Problem Walk-Throughs further explain difficult concepts and homework roadblocks by walking students through solving a problem from start to finish. Students want to work through problem assignments without breaking concentration and when it’s convenient for them, which is not always during the office hours when instructors can be available for extra help. Students can play and replay the tutorials as they work through homework assignments or prepare for quizzes and tests, almost as though they had an instructor by their side the whole time. Ideal for homework, study outside the classroom, or distance learning, these tutorials give students extra instructional help whenever and wherever it’s most useful. You can find the Problem Walk-Throughs in the Summary section of each chapter.