



Make economics meaningful for every learner

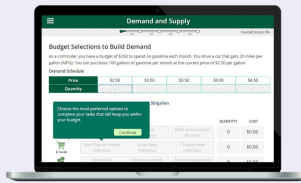
Economics helps students make sense of the world around them, from markets and policy to everyday decisions. You guide learners with different levels of readiness through these essential ideas. Pearson's content and digital tools support your teaching by making economics relevant and connected to real-world outcomes. With weekly news updates and real-time data assignments, you help students develop career-ready skills that last beyond the classroom.

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Trusted content paired with digital tools, plus AI built for learning

KEY BENEFITS

- Keep courses current with weekly news assignments and regularly updated **eText content**.
- Engage non-majors with real-world cases, **Mini Sims**, and real-time data exercises.
- Support different levels of readiness with math review, **Gap Finder**, and adaptive practice.
- Scale instruction easily with prebuilt, adjunct-friendly **course designs**.



The result: Students feel more capable, more prepared, and more able to go from classroom to career.

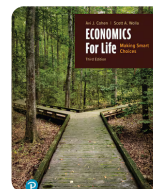
"Pearson's adaptive learning tools in MyLab help me identify struggling students early and intervene to improve overall class performance."

– Sharmistha Nag,
economics instructor at
Fanshawe College

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