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math matters**

**Gary**

**Rockswold**

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**doesn't just  
mention real-  
world  
examples; he  
teaches  
mathematical  
concepts  
through those  
applications.  
For example, if  
we look at  
Facebook**

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**usage over  
time, what  
might that tell  
us about linear  
growth and  
predictions? In  
this way,  
students learn  
the concepts  
in the context  
of the world  
they know,**



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**which leads to  
better  
understanding  
and retention.  
From there,  
the author  
shows a  
connection  
between  
application,  
modeling, and  
visualization.**

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**symbolic representations).**

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conceptual  
understanding  
with new in-  
chapter  
features and  
assignment  
options, while**

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**at the same  
time providing  
tools to  
empower  
instructors to  
make their  
classroom  
more active  
through  
collaboration  
and group  
work.**

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learning with  
MyLab Math  
MyLab(TM)  
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online  
homework,  
tutorial, and  
assessment  
program  
designed to  
work with this**

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**text to engage  
students and  
improve  
results. Within  
its structured  
environment,  
students  
practice what  
they learn, test  
their  
understanding  
, and pursue a**

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helps them  
absorb course  
material and  
understand  
difficult  
concepts. The  
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continues to  
expand the  
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exercise  
options. The  
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exercises were  
carefully  
reviewed,  
vetted, and  
improved  
using  
aggregated  
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performance  
data over time.  
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**motivates  
students to  
learn  
mathematics  
in the context  
of their  
experiences.  
In order to  
both learn and  
retain the  
material,  
students must**

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connection  
between the  
concepts and  
their real  
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where  
students make  
important  
connections  
through  
detailed  
visualizations  
that deepen  
understanding  
. Rockswold is  
also known for**

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concept of a  
function as a  
unifying  
theme, with an  
emphasis on  
the rule of  
four (verbal,  
graphical,  
numerical, and  
symbolic repre  
sentations). A**

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**flexible  
approach  
allows  
instructors to  
strike their  
own balance of  
skills, rule of  
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*intended for a*

*graphing*

*required*

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and*

*trigonometry or  
precalculus*

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an innovative*

*approach by  
demonstrating*

*the importance  
of mathematics*

*to students and  
presenting the*

*material in an*

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*accessible  
manner. The  
text  
consistently  
integrates  
mathematical  
concepts with  
real  
applications in  
order to  
enhance student  
intuition and  
understanding.*



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*Symbolic  
(algebraic),  
graphical,  
numerical, and  
verbal skills  
are continually  
reinforced  
throughout.*

*When  
introducing  
mathematical  
ideas, the text  
moves from the*

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*concrete to the  
abstract,  
rather than the  
reverse. It is  
the authors'  
philosophy that  
learning is  
increased when  
students can  
relate a  
concept to  
something in  
their lives.*

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*Hence, mathematical concepts are often introduced through applications that help make the mathematics "real" to students. Students see the importance*

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*of a topic from  
a practical and  
intuitive point  
of view, with  
models and  
applications  
playing a  
central part in  
the learning  
process.*

*College Algebra  
provides a  
comprehensive*

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*exploration of  
algebraic  
principles and  
meets scope and  
sequence  
requirements  
for a typical  
introductory  
algebra course.  
The modular  
approach and  
richness of  
content ensure*

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*that the book  
meets the needs  
of a variety of  
courses.*

*College Algebra  
offers a wealth  
of examples  
with detailed,  
conceptual  
explanations,  
building a  
strong  
foundation in*

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*the material  
before asking  
students to  
apply what  
they've  
learned.*

*Coverage and  
Scope In  
determining the  
concepts,  
skills, and  
topics to  
cover, we*

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*engaged dozens  
of highly  
experienced  
instructors  
with a range of  
student  
audiences. The  
resulting scope  
and sequence  
proceeds  
logically while  
allowing for a  
significant*



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*amount of  
flexibility in  
instruction.*

*Chapters 1 and  
2 provide both  
a review and  
foundation for  
study of  
Functions that  
begins in  
Chapter 3. The  
authors  
recognize that*

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*while some  
institutions  
may find this  
material a  
prerequisite,  
other  
institutions  
have told us  
that they have  
a cohort that  
need the  
prerequisite  
skills built*

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into the  
course. Chapter

1:

*Prerequisites*

*Chapter 2:*

*Equations and  
Inequalities*

*Chapters 3–6:*

*The Algebraic  
Functions*

*Chapter 3:*

*Functions*

*Chapter 4:*

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*Linear  
Functions*

*Chapter 5:  
Polynomial and  
Rational  
Functions*

*Chapter 6:  
Exponential and  
Logarithm  
Functions*

*Chapters 7–9:  
Further Study  
in College*

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**Algebra Chapter**

**7: Systems of**

**Equations and**

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**Geometry**

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**Probability and**

**Counting Theory**

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**college algebra-**

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written to  
provide the  
kind of  
mathematical  
knowledge and  
experiences  
that students  
will need for  
courses in  
other fields,  
such as  
biology,*

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*chemistry,  
business,  
finance,  
economics, and  
other areas  
that are  
heavily  
dependent on  
data either  
from laboratory  
experiments or  
from other  
studies. The*

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*focus is on the  
fundamental  
mathematical  
concepts and  
the realistic  
problem-solving  
via  
mathematical  
modeling rather  
than the  
development of  
algebraic  
skills that*



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*might be needed  
in calculus. Functions,  
Data,  
and Models  
presents  
college algebra  
in a way that  
differs from  
almost all  
college algebra  
books available  
today. Rather  
than going over*

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*material  
covered in high  
school courses  
the Gordons  
teach something  
new. Students  
are given an  
introduction to  
data analysis  
and  
mathematical  
modeling  
presented at a*

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*level that  
students with  
limited  
algebraic  
skills can  
understand. The  
book contains a  
rich set of  
exercises, many  
of which use  
real data. Also  
included are  
thought*

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*experiments or  
what if*

*questions that  
are meant to  
stretch the  
student's  
mathematical  
thinking.*

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College Algebra  
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*Functions, Data  
and Models*

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algebra in context,  
answering the  
question, "Why am I  
learning this?" By  
experiencing math  
through  
applications,  
students see how it  
fits into their lives,  
and they become  
motivated to***

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projects to develop  
skills, giving  
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basic mathematics  
but apply it in  
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only a background  
of exposure to high  
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text introduces**

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competent**

**consumers of  
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modeling in their  
future studies. Such  
a course would also  
provide students  
with an  
understanding of  
the modeling  
process and a**

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of the standard,  
non-trigonometric,  
content of college  
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book builds,  
successively, a  
series of growth  
models defined in  
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corresponding to  
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logistic growth.  
Students discover  
and come to  
understand linear,  
polynomial,  
exponential, and  
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context of  
analyzing these  
models of  
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ientifically—interesti  
ng phenomena  
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