

Mathematical Ideas A La Carte Plus 11th Edition

For one- or two-semester courses in Calculus for students majoring in business, social sciences, and life sciences. Intuition before Formality Calculus & Its Applications builds intuition with key concepts of calculus before the analytical material. For example, the authors explain the derivative geometrically before they present limits, and they introduce the definite integral intuitively via the notion of net change before they discuss Riemann sums. The strategic organization of topics makes it easy to adjust the level of theoretical material covered. The significant applications introduced early in the course serve to motivate students and make the mathematics more accessible. Another unique aspect of the text is its intuitive use of differential equations to model a variety of phenomena in Chapter 5, which addresses applications of exponential and logarithmic functions. Time-tested, comprehensive exercise sets are flexible enough to align with each instructor's needs, and new exercises and resources in MyLab™ Math help develop not only skills, but also conceptual understanding, visualization, and applications. The 14th Edition features updated exercises, applications, and technology coverage, presenting calculus in an intuitive way that is both satisfying and fun. Also available with MyLab Math MyLab™ Math is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them absorb course material and understand difficult concepts. In the new edition, MyLab Math has expanded to include a suite of new videos, Interactive Figures, exercises that require step-by-step solutions, conceptual questions, calculator support, and more. Note: You are purchasing a standalone product; MyLab does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 013476868X / 9780134768687 Calculus & Its Applications plus MyLab Math with Pearson eText -- Title-Specific Access Card Package, 14/e Package consists of: 0134437772 / 9780134437774 Calculus & Its Applications 0134765699 / 9780134765693 MyLab Math with Pearson eText -- Standalone Access Card -- for Calculus & Its Applications

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