



College Algebra With Applications For Business And The Life Sciences

By Ron Larson

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College Algebra with Applications for Business and Life Sciences meets the demand for courses that emphasize problem solving, modeling, and real-world applications for business and the life sciences. The authors provide a firm foundation in algebraic concepts and prompt students to apply their understanding to relevant examples and applications they are likely to encounter in college or in their careers. Additional technology components available through CL MATHSpace enhance instruction and motivate learners. The program addresses the needs of students at all levels--and in particular those who may have struggled in previous algebra courses--offering an abundance of examples and exercises that reinforce concepts and make learning more dynamic. The early introduction of functions in Chapter 1 ensures compatibility with syllabi and provides a framework for student learning. Optional Discovery and Exploration activities are integrated throughout the text; instructors can also opt to use graphing technology as a tool for problem solving and review or retention.

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Editorial Review

About the Author

Dr. Ron Larson is a professor of mathematics at The Pennsylvania State University, where he has taught since 1970. He received his Ph.D. in mathematics from the University of Colorado and is considered the pioneer of using multimedia to enhance the learning of mathematics, having authored over 30 software titles since 1990. Dr. Larson conducts numerous seminars and in-service workshops for math educators around the country about using computer technology as an instructional tool and motivational aid. He is the recipient of the 2013 Text and Academic Authors Association Award for CALCULUS, the 2012 William Holmes McGuffey Longevity Award for CALCULUS: AN APPLIED APPROACH, the 2011 William Holmes McGuffey Longevity Award for PRECALCULUS: REAL MATHEMATICS, REAL PEOPLE, and the 1996 Text and Academic Authors Association TEXTY Award for INTERACTIVE CALCULUS (a complete text on CD-ROM that was the first mainstream college textbook to be offered on the Internet). Dr. Larson authors numerous textbooks including the best-selling Calculus series published by Cengage Learning.

Anne Hodgkins received her Ed.D. in higher education from Texas A&M University at Commerce in 1990. She has taught at the secondary, community college and university levels. She currently teaches at Phoenix College in Phoenix, Arizona. She especially enjoys teaching intermediate and college algebra as well as calculus. Her interests include math education and research in mathematics teaching strategies.

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