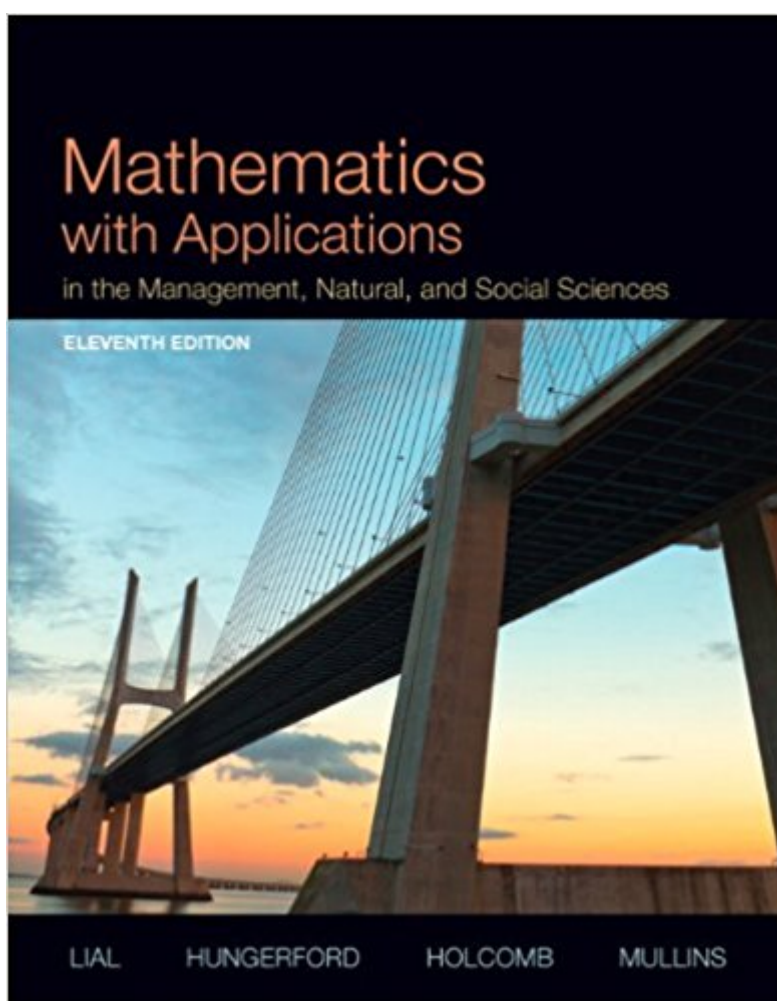


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Mathematics With Applications In The Management, Natural And Social Sciences (11th Edition)



Synopsis

Note: You are purchasing a standalone product; MyMathLab does not come packaged with this content. If you would like to purchase both the physical text and MyMathLab, search for ISBN-10: 0321935446 /ISBN-13: 9780321935441. That package includes ISBN-10: 0321431308/ISBN-13: 9780321431301, ISBN-10: 0321654064/ISBN-13: 9780321654069 and ISBN-10: 0321931076/ISBN-13: 9780321931078. MyMathLab is not a self-paced technology and should only be purchased when required by an instructor. Mathematics with Applications in the Management, Natural, and Social Sciences presents sound mathematics in an understandable manner, proceeding from the familiar to new material and from concrete examples to general rules and formulas. The Eleventh Edition retains its focus on real-world problem solving, but has been refreshed with revised and added content, updated and new applications, fine-tuned and newly-integrated pedagogical devices, and enhanced exercise sets.

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Customer Reviews

Marge Lial (late) was always interested in math; it was her favorite subject in the first grade!

Marge's intense desire to educate both her students and herself has inspired the writing of numerous best-selling textbooks. Marge, who received bachelor's and master's degrees from California State University at Sacramento, was affiliated with American River College. An avid reader and traveler, her travel experiences often find their way into her books as applications, exercise sets, and feature sets. Her interest in archeology led to trips to various digs and ruin sites, producing some fascinating problems for her textbooks involving such topics as the building of Mayan pyramids and the acoustics of ancient ball courts in the Yucatan. Thomas W. Hungerford

received his bachelor's degree from Holy Cross and his Ph.D. from the University of Chicago. He taught for many years at the University of Washington (Seattle) before moving to Cleveland State University in 1980. He has been at St. Louis University since 2003. He has written a number of research articles in algebra and several in mathematics education. Dr. Hungerford is the author or coauthor of more than a dozen mathematics textbooks, ranging from high school to graduate level, several of which are published by Addison-Wesley. He is active in promoting the effective use of technology in mathematics instruction. Dr. Hungerford has also been a referee and reviewer for various mathematical journals and has served on National Science Foundation panels for selecting grant recipients.

John P. Holcomb, Jr. received his bachelor's degree from St. Bonaventure University and his Ph.D. from the University at Albany, State University of New York. He is professor and chair and frequently publishes with researchers in a variety of disciplines where he provides statistical analysis. Dr. Holcomb has also authored several papers in statistical education and is very active in the American Statistical Association and the Mathematical Association of America. He was named a Carnegie Scholar in 2000 by the Carnegie Foundation for the Advancement of Teaching and Learning and in 2003 received the Waller Award from the American Statistical Association for outstanding teaching of introductory statistics.

Bernadette Mullins received her bachelor's degree from Western Illinois University and her Ph.D. from the University of Iowa. She is currently professor of mathematics at Birmingham-Southern College in Birmingham, Alabama, where she arrived in 2000. She has published numerous articles in the fields of commutative ring theory and mathematics education. She has served as co-investigator for several National Science Foundation grants related to improving mathematics education. Dr. Mullins has won four awards for her excellence in teaching, including the Bob Whetstone award at BSC. Throughout her career, she has been active in Project NExT (New Experiences in Teaching) and the Mathematical Association of America, and was elected Alabama State Director of the MAA in 2013.

This text was required for a Business Calculus class at The University of Alabama in Huntsville. As far as a mathematics textbook goes, it is an ok book. However, it could be a lot better. In my experience, the gold standard is Blitzer's College Algebra, College Algebra (6th Edition), which I used in high school. The lessons themselves are not terrible at guiding students through the various concepts taught. The progression is gentle (almost too gentle) and doesn't do a good job at showing what's next. Which I found made it more difficult to tie chapters together. Lial's text also includes example problems, "life applications," and somewhat step-by-step instructions. The

instructions/examples are alright, but lack a lot of natural language and true step-by-step examples. The life applications are good and do a great job of showing how various vocations incorporate concepts. Overall, I would not recommend this text to anyone looking for a text to use (see Blitzer), but if you have been assigned this book, it's not the worst. With the right teacher one can definitely learn calculus.

Written by mathematicians for them; very very little narrative in explaining concepts. Doesn't teach well. Does have good business examples though.

Very confusing textbook. The example appear so simplistic however when it comes to the problems? Your mind will probably throw the book away. Get a tutor if you do not understand math because this book will not help you as much

Great Product!

Theres an error the publisher wont fix the professor told us about but other than that its pretty good.

perfect

Has very good examples for learning

The book was purchased for a class. It was in good shape and brand new. Was what I needed.

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