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For freshman/sophomore, 2 semester/2-3 quarter courses covering finite mathematics and calculus for students in business, economics, social sciences, or life sciences departments. This accessible text is designed to help students help themselves excel in the course. The content is organized into three parts: (1) A Library of Elementary Functions (Chapters 1-2), (2) Finite Mathematics (Chapters 3-9), and (3) Calculus (Chapters 10-15). The book's overall approach, refined by the authors' experience with large sections of college freshmen, addresses the challenges of teaching and learning when your students' prerequisite knowledge varies greatly. Student-friendly features such as Matched Problems, Explore & Discuss questions, and Conceptual Insights, together with the motivating and ample applications, make this text a popular choice for today's students and instructors. The MyMathLab course for the text features thousands of homework exercises plus instructional videos for nearly every example in the book.

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