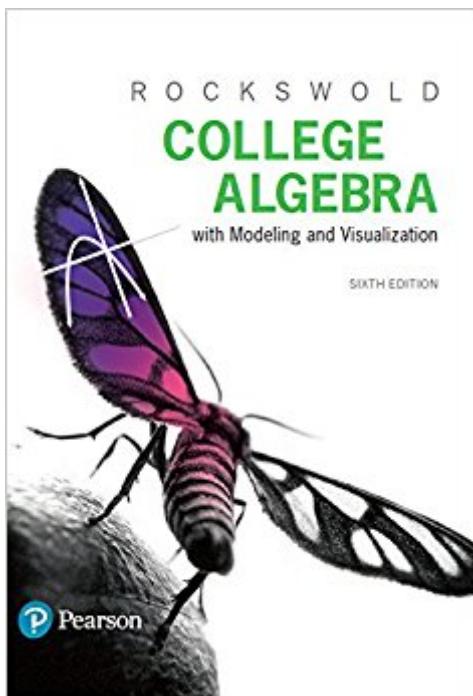


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College Algebra With Modeling & Visualization



Synopsis

For courses in College Algebra. A A Showing why math matters Gary Rockswold doesn't just mention real-world examples; he teaches mathematical concepts through those applications. For example, if we look at Facebook 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, which leads to better understanding and retention. From there, the author shows a connection between application, modeling, and visualization. Rockswold is known for presenting the concept of a function as a unifying theme, with an emphasis on the rule of four (verbal, graphical, numerical, and symbolic representations). The 6th Edition emphasizes conceptual understanding with new in-chapter features and assignment options, while at the same time providing tools to empower instructors to make their classroom more active through collaboration and group work.

Also available with MyLab Math MyLab A 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.

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