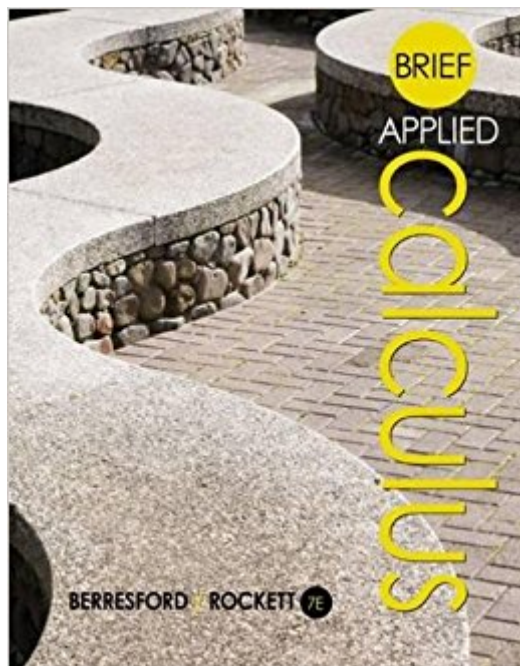


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# Brief Applied Calculus



## Synopsis

This book uses intriguing real-world applications to engage readers' interest and show them the practical side of calculus. Its many applications are related to finance, business, and such general-interest topics as learning curves in airplane production, the age of the Dead Sea Scrolls, Apple and Oracle stock prices, the distance traveled by sports cars, lives saved by seat belts, and the cost of a congressional victory. The Seventh Edition maintains the hallmark features that have made BRIEF APPLIED CALCULUS so popular: contemporary and interesting applications including many that are new or updated); careful and effective use of technology, including graphing calculator and spreadsheet coverage; constant pedagogical reinforcement through section summaries, chapter summaries, annotated examples, and extra practice problems; Just-in-Time algebra review material; and a variety of exercises that allow readers to practice and hone their problem-solving skills.

## Book Information

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provide immediate reinforcement of the concepts. Icons Identify Exercises That Require A Graphing Calculator. Graphing Calculator Explorations and exercises explore new topics, and allow you to easily carry out otherwise messy calculations so you can concentrate on concepts, or show the limitations and pitfalls of technology. Chapter Summaries Check Your Understanding. Chapter-ending hints and suggestions offer special reminders of essential facts or 'tricks' that you might otherwise overlook.

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The exercises at the end of each section are particularly good, many use real data with citations to the original sources. The variety of exercises and various levels of difficulty are very, very good." "This book is really concise and covers core of calculus effectively. I love this book."

Dr. Berresford received his Ph.D. from the Courant Institute of Mathematical Sciences at New York University and taught at the State University of New York at Purchase before joining the faculty at the C.W. Post campus of Long Island University. Besides co-authoring four textbooks with Dr. Rockett, he has published papers in differential equations, linear programming, logic, and probability, and has received several teaching awards and the Distinguished Service Award from The Metropolitan New York Section of the Mathematical Association of America. After completing his

Ph.D. at Stony Brook University, Dr. Rockett joined the mathematics faculty at C.W. Post and began his collaborations with Dr. Berresford. His book with Peter Szusz on CONTINUED FRACTIONS (1992) was hailed by Ivan Niven as "an outstanding addition to the literature of mathematics," and he served the Kappa Mu Epsilon mathematics honor society as editor of the mathematics journal The Pentagon from 1989 to 1995. Dr. Rockett serves as a reviewer for several journals, including Mathematical Reviews for the American Mathematical Society.

I needed to buy this book for a class that I was in. The only good thing about it is that most of the problems are geared towards business majors. The lessons in the book are taught through examples and the examples aren't very well explained in the book. It would take me days of just staring at the lessons trying to figure out where the author got this number from and why they did a certain thing in the problem. It's great for someone who knows what they're doing but for someone trying to learn the subject BUY ANOTHER BOOK!!!

I have purchased a few math textbooks in my time and this one is overpriced for two reasons:1.) This book has the most useless graphing calculator explanations I have ever encountered in a math textbook. Most people who take the classes that this book is useful for are business majors or some form of science that does not require an in-depth knowledge of calculus. This book is teaching applied calculus. As in, applying calculus to real world business and social science problems you will come across in the afore mentioned fields. It is just as important to teach how to obtain the desired results from a graphing calculator as it is to teach the fundamentals behind the way these problems are solved. In real world situations, shortcuts save money. Graphing calculators and spreadsheet software provide many shortcuts. This book, at best, shows you the screen that you should obtain after going through all of the steps it neglects to show you. If you are lucky...very lucky...it will tell you the main command that you use to get the desired result, leaving out the steps to find this command and what to enter when you do. Most people who take this class will be using a TI-83/84 Plus calculator. They could at least provide these instructions. See Triola, for a great example of how a math book should integrate calculator instructions.2.) There are numerous errors that I (and my instructor) have found in the answer keys of this textbook and its accompanying solutions manual. In fact, in many cases the solution manual gives a different result than the answer key in the back of the book. These are necessary tools to check your work and make sure you have everything down before you head off to a test. Homework usually doesn't count for much in college classes, it's all about the testing. The problem here is that it wastes your time, and you think

your'e goin f-ing crazy when you do everything right and the answer key tells you that you are wrong. A typo is expected here or there, but this book has way too many for the price they are charging. This on par with the most expensive math books I have ever purchased. Other than that, I like the way the book is designed. They just need some quality control and at least a calculator appendix and this book would be worth the ridiculous price they're charging.

For school, per teacher

I had a really hard time learning from this book - it was very dry and I did a ton of googling to find videos that explained the concepts more in depth. I used this book for an online class, so maybe that was the problem, however I think the price was really high considering there was no link to a website with more information. Kind of disappointed.

I bought this book for an applied calculus class for business calc. It certainly does a good job of introducing the material in a rational manner. There are also many business and real world applications of calculus that a business/marketing major might find familiar from other courses. I'd recommend this book for anyone who wants to get a practical look at calculus without the headache of engineering applications (unless you're into that sort of thing).

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