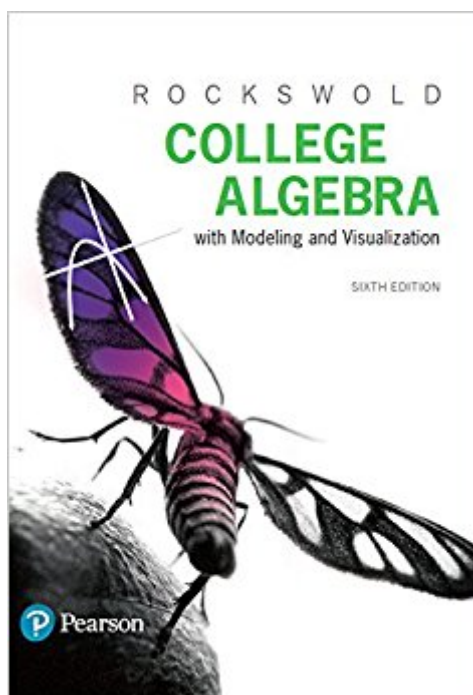


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# College Algebra With Modeling & Visualization



## Synopsis

For courses in College Algebra. *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 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. The 6th Edition continues to expand the comprehensive auto-graded exercise options. The pre-existing exercises were carefully reviewed, vetted, and improved using aggregated student usage and performance data over time. In addition, MyLab Math includes new options to support conceptual learning, visualization, and student preparedness.

Note: You are purchasing a standalone product; MyLab Math does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information.

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## Book Information

File Size: 119851 KB

Print Length: 896 pages

Simultaneous Device Usage: Up to 2 simultaneous devices, per publisher limits

Publisher: Pearson; 6 edition (January 10, 2017)

Publication Date: January 10, 2017

Language: English

ASIN: B01N4QG91M

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #38,459 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #2 in Kindle Store > Kindle eBooks > Nonfiction > Science > Mathematics > Popular & Elementary >

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