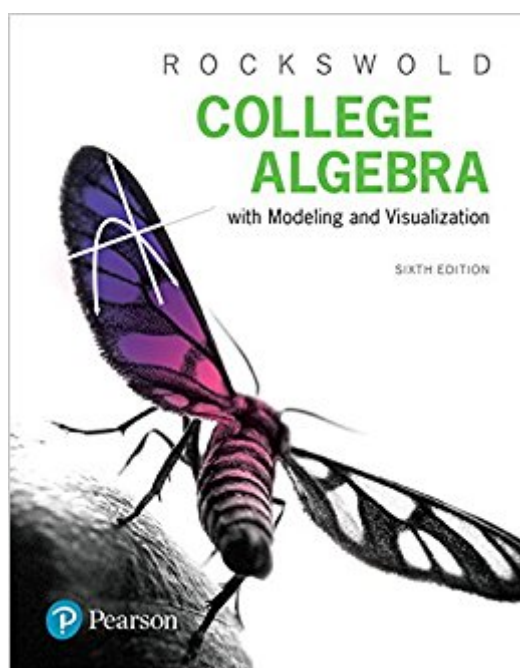


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College Algebra With Modeling & Visualization (6th Edition)



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.

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Customer Reviews

Gary Rockswold has taught mathematics, computer science, and physical science at a wide variety of levels, including high school, undergraduate, and graduate students for over 30 years. He received his bachelor's degree from St. Olaf College and his Ph.D. in applied mathematics from Iowa State University. He has been a principal investigator of parallel computing at the Minnesota Supercomputer Institute and is an emeritus professor of mathematics at Minnesota State University, Mankato. He is an author and has published numerous mathematics textbooks for Pearson Education at both the developmental and collegiate levels. His motivation for writing is to make mathematics more inclusive for a greater number of students by presenting mathematics in a contextual, meaningful way.

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