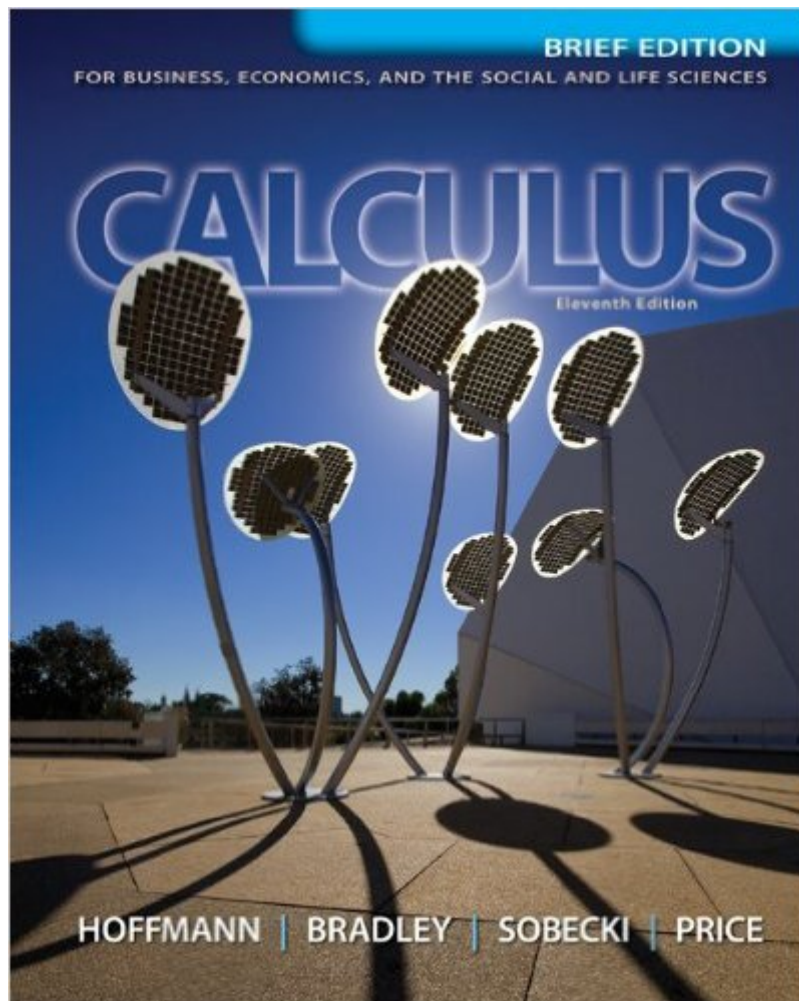


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Calculus For Business, Economics, And The Social And Life Sciences, Brief Version, Media Update



Synopsis

Calculus for Business, Economics, and the Social and Life Sciences, Brief Edition provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, economics, and the life and social sciences. Students achieve success using this text as a result of the author's applied and real-world orientation to concepts, problem-solving approach, straight forward and concise writing style, and comprehensive exercise sets. More than 100,000 students worldwide have studied from this text!

Book Information

Series: For Business, Economics, and the Social and Life Sciences

Hardcover: 800 pages

Publisher: McGraw-Hill Education; 11 edition (January 10, 2012)

Language: English

ISBN-10: 007353238X

ISBN-13: 978-0073532387

Product Dimensions: 8.5 x 1.2 x 10.3 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (23 customer reviews)

Best Sellers Rank: #43,029 in Books (See Top 100 in Books) #80 in [Books > Textbooks > Science & Mathematics > Mathematics > Calculus](#) #117 in [Books > Science & Math > Mathematics > Pure Mathematics > Calculus](#) #12841 in [Books > Reference](#)

Customer Reviews

We've used the text at our university for the last three or four years and are moving to the new edition in the fall. I've been on adoption committees for these texts before, so I've seen what the market has to offer. The text is aimed, as suggested in the title, toward an applied calculus audience (business school, econ, biology, etc.) but it's not "dumbed down". There are still good expectations of algebraic facility from the student, it's just not ridiculous about it. There are a lot of applications (actually just a lot of exercises in general), so instructors can generally find what they're looking for. In this edition they're grouped by type too (e.g. "Life Science Applications", "Econ Applications") so it's easier to find the genre that best pertains to the class. If you're into mathematical modeling, there are a number of good applications throughout the book that require the reader to build a function from a written description, do some math on it, and then interpret the answer. Students have the some of the same complaints about this book as with most math books, I think. There are a lot

of exercises that don't look exactly like examples from the book, which makes those problems more challenging. However, there are quite a few "skill-and-drill" problems at the beginning of the homework sets that help get them acclimated. Some other books say they have more "real world" examples, that might be true. I've never really felt all that strongly about "contrived" examples versus "real world" ones, except to the extent that the book asks good questions about whatever application is set up so the student really gets to explore the material. If you've got a traditional or progressive calculus class, this text'll do the trick.

This is a pretty great calculus book for those looking to go into the business field. In my college, it was required for our "calculus for the applied social sciences" class and so far I'm liking it. There are some great examples in there, nice graphs/pictures and is actually pretty cool with how they relate calculus to business applications. Very nicely done textbook.

The problems written in this book have a variety of problems ranging from very easy to very difficult. This book has helped me maintain an A in my Business Calculus class. Recommended for serious students.

Take a pre-calculus class and learn to use a graphing calculator. The book can get confusing by assuming you already know calculus.

Don't let the title deceive you, this book is 100% calc 1. This is not an applied book or simplified version, the explanations are on par with what you get in a standard Calc 1 book. It appears that they consider it applied because they have tidbits of text that state how the math is related to Business/Econ/Social Sciences. If you're looking for something to help supplement instruction in an applied Calc class, this is not the book! I've found Standard Calc 1 books to be more informative and easier to understand/follow. This book does a poor job at explaining what/why something is being done. It tends to give a problem and then just show how to solve it, with little or no explanation as to why the particular steps are applied.

Very nice
Would recommend this to any math students taking calculus.
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It meant all my expectations and it is as I was described. I will recommend it to others students in

the future.

Book is great to use because the problems get challenging as you progress to keep you sharp. However; terrible examples makes it tough to really hammer in the material. Other than that great buy.

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