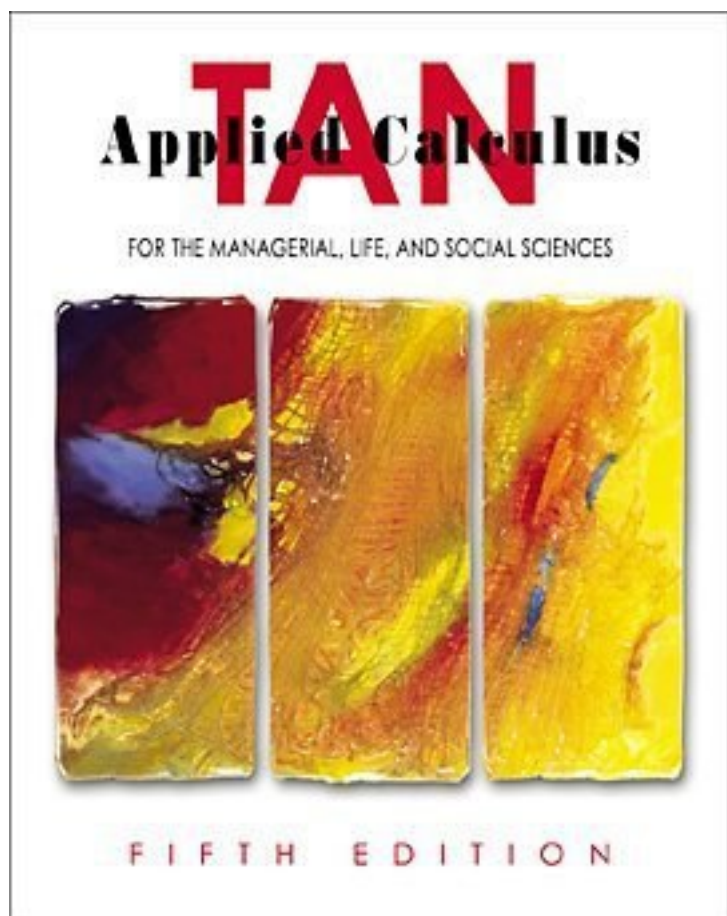


Applied Calculus



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"Applied Calculus, 3/E" brings together the best of both new and traditional curricula to meet the needs of today's students. The author team's extensive teaching experience and proven ability to write innovative and relevant problems has made this

text a true bestseller. Exciting new real-world applications make this new edition even more meaningful to students in management, life and social sciences. This book will work well for those departments seeking a middle ground for their instructors. "Applied Calculus, 3/E" exhibits the same strengths from earlier editions including the "Rule of Four", an emphasis on concepts and modeling, exposition that students can read and understand and a flexible approach to technology. The conceptual and modeling problems, praised for their creativity and variety, continue to motivate and challenge students.

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