

Applied Mathematics for the Managerial, Life, and Social Sciences

FIFTH EDITION

TAN | APPLIED MATHEMATICS
FOR THE MANAGERIAL, LIFE,
AND SOCIAL SCIENCES



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Market-leading APPLIED MATHEMATICS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES, 5th EDITION, is a traditional text with a slightly modern feel. This new

edition incorporates technology in such a way that both traditional and modern practitioners find the support they need to teach effectively. Continuing its tradition of mathematical accuracy, the new fifth edition teaches by application and uses real and realistic examples to motivate students. It combines solid theory with innovative learning tools, includes a robust supplement package, and offers unmatched flexibility that makes the course easy to teach. Accessible for majors and non-majors alike, the book uses an intuitive approach that introduces abstract concepts through examples drawn from common, real-life experiences to which students can relate. It also draws applications from readers' fields of interest. In addition, insightful Portfolios highlight the careers of real people and discuss how they incorporate math into their professional lives. Numerous exercises ensure students have a solid understanding of text concepts before advancing to the next topic. Bringing powerful resources to students' fingertips, the text's exciting array of supplements--including Enhanced WebAssign, Solution Videos, and Personal Tutor--equips students with extensive learning support to help them maximize their study time.

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