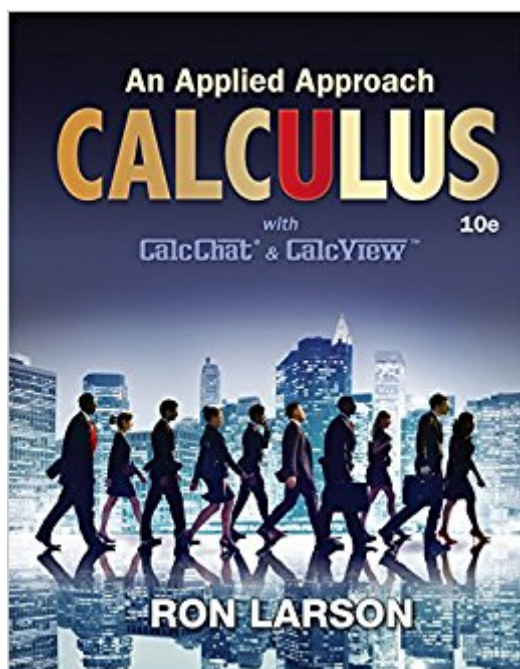The book was found

Calculus: An Applied Approach

Synopsis

Designed specifically for business, economics, or life/social sciences majors, CALCULUS: AN APPLIED APPROACH, BRIEF, Tenth Edition, motivates students while fostering understanding and mastery. The book emphasizes integrated and engaging applications that show students the real-world relevance of topics and concepts. Applied problems drawn from government sources, industry, current events, and other disciplines provide well-rounded examples and appeal to students' diverse interests. The Tenth Edition builds upon its applications emphasis through updated exercises and relevant examples. Pedagogical features--from algebra review to study tips--continue to provide extra guidance and practice. In addition, the new edition is now supported by two strong optional digital learning solutions, Enhanced WebAssign and MindTap Math, and stepped-out solution videos with instruction are available at CalcView.com for selected exercises throughout the text.

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Dr. Ron Larson is a professor of mathematics at The Pennsylvania State University, where he has taught since 1970. He received his Ph.D. in mathematics from the University of Colorado and is considered the pioneer of using multimedia to enhance the learning of mathematics, having authored over 30 software titles since 1990. Dr. Larson conducts numerous seminars and in-service workshops for math educators around the country about using computer technology as an instructional tool and motivational aid. He is the recipient of the 2014 William Holmes McGuffey Longevity Award for CALCULUS: EARLY TRANSCENDENTAL FUNCTIONS, the 2013 Text and Academic Authors Association Award for CALCULUS, the 2012 William Holmes McGuffey Longevity Award for CALCULUS: AN APPLIED APPROACH, and the 1996 Text and Academic Authors Association TEXTY Award for INTERACTIVE CALCULUS (a complete text on CD-ROM that was the first mainstream college textbook to be offered on the Internet). Dr. Larson authors

numerous textbooks including the bestselling Calculus series published by Cengage.

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