



Applied Mathematics for the Managerial, Life, and Social Sciences (with InfoTrac) (Available Titles CengageNOW)

By S. T. Tan

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In APPLIED MATHEMATICS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES, Soo T. Tan provides an accessible yet accurate presentation of mathematics combined with just the right balance of applications, pedagogy, and technology to help students succeed in the course. The new Third Edition includes highly interesting current applications and exercises to help stimulate student motivation. An exciting new array of supplements provides students with extensive learning support so instructors will have more time to focus on teaching the core concepts.

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Editorial Review

Review

"The examples used in Tan's book are great. The fact that numerous story-type problems are included in each chapter is a good thing."

Tan's "explanations are very precise and thoughtful while at the same time not overburdening the student with overly complicated mathematics. The strongest feature is probably the abundance of exercises."

"The sections in the chapters are in an excellent order, which makes teaching and learning flow easily and smoothly. Each section has appropriate length, plenty of examples, and well-fit exercises, which gives a teacher flexibility of preparing for a lecture."

"The Tan text combines just the right level of rigor, clear explanations, and wide selection of diverse application exercises that makes it the most appropriate freshman level finite mathematics textbook."

"I've like using Tan for the following reason: It doesn't get in the way! The book allows me to teach the course the way I want to."

About the Author

By the time I started writing the first of what turned out to be a series of textbooks in mathematics for students in the managerial, life, and social sciences, I had quite a few years of experience teaching mathematics to non-mathematics majors. One of the most important lessons I learned from my early experience teaching these courses is that many of the students come into these courses with some degree of apprehension. This awareness led to the intuitive approach I have adopted in all of my texts. As you will see, I try to introduce each abstract mathematical concept through an example drawn from a common real life experience. Once the idea has been conveyed, I then proceed to make it precise, thereby assuring that no mathematical rigor is lost in this intuitive treatment of the subject. Another lesson I learned from my students, is that they have a much greater appreciation of the material if the applications are drawn from their fields of interest and from situations that occur in the real world. This is one reason you will see so many exercises in my texts that are modeled from data gathered from newspapers, magazines, journals, and other media. Whether it be the ups and downs of the stock market, the growth of HMOs in the U.S., the solvency of the social security system, the budget deficit, the aids epidemic, or the growth of the internet, I weave topics of current interest into my examples and exercises, to keep the book relevant to all of my readers.

Users Review

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Joyce Adam:

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