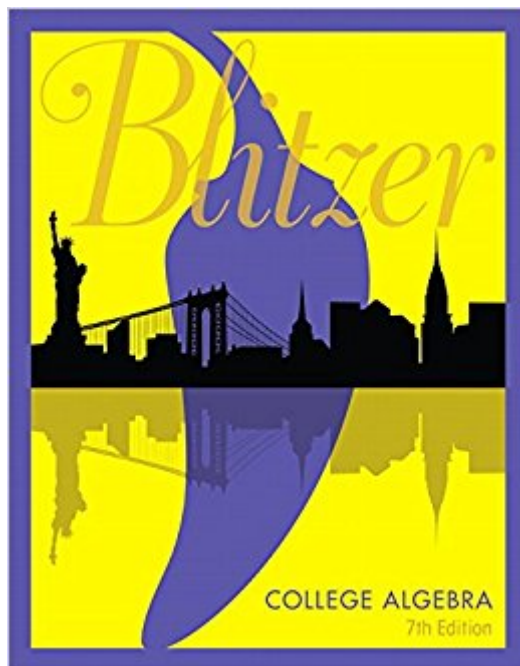


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# College Algebra (7th Edition)



## Synopsis

For courses in College Algebra. Show students that our world is profoundly mathematical. Bob Blitzer continues to inspire students with his engaging approach to mathematics, making this beloved series the #1 in the market year after year. Blitzer draws on his unique background in mathematics and behavioral science to present a wide range of vivid applications in real-life situations. Students of all majors stay engaged because Blitzer uses pop-culture and up-to-date references to connect math to students' lives, showing that our world is profoundly mathematical. With the new edition, Blitzer takes student engagement with the mathematical world to a whole new level drawing from applications across all fields as well as topics that are of interest to any college student (e.g., student loan debt, grade inflation, sleep hours of college students). Applications are also brought to life online in a new, assignable video series that explore the entertaining and mathematical Blitzer Bonus boxes. The new edition also aims to help more students to succeed in the course with just-in-time support in the text--such as Brief Review of prerequisite topics, Achieving Success boxes, and Retain the Concepts exercises--as well as support within MyLab Math such as new concept-level videos, assignable tools to enhance visualization, and more. Also available with MyLab Math. MyLab Math is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them absorb course material and understand difficult concepts. The new edition continues to expand the comprehensive auto-graded exercise options. In addition, MyLab Math includes new options designed to help students of all levels and majors to stay engaged and succeed in the course. Note: You are purchasing a standalone product; MyLab Math does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab, search for: 0134453263 / 9780134453262 College Algebra Plus MyLab Math with Pearson eText -- Access Card Package, 7/e Package consists of: 013446916X / 9780134469164 College Algebra 0321431308 / 9780321431301 MyLab Math -- Glue-in Access Card 0321654064 / 9780321654069 MyLab Math Inside StarSticker

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## Customer Reviews

Bob Blitzer is a native of Manhattan and received a Bachelor of Arts degree with dual majors in mathematics and psychology (minor: English literature) from the City College of New York. His unusual combination of academic interests led him toward a Master of Arts in mathematics from the University of Miami and a doctorate in behavioral sciences from Nova University. Bob's love for teaching mathematics was nourished for nearly 30 years at Miami Dade College, where he received numerous teaching awards, including Innovator of the Year from the League for Innovations in the Community College and an endowed chair based on excellence in the classroom. In addition to College Algebra, Bob has written textbooks covering developmental mathematics, introductory algebra, intermediate algebra, trigonometry, algebra and trigonometry, precalculus, and liberal arts mathematics, all published by Pearson. When not secluded in his Northern California writer's cabin, Bob can be found hiking the beaches and trails of Point Reyes National Seashore and tending to the chores required by his beloved entourage of horses, chickens, and irritable roosters.

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