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Biology: An Australian Focus is the only local ground-up introductory text. Now in its fourth edition, the text has been written by our region's leading academic scientists. The unique nature of Australian and New Zealand flora, fauna and ecosystems is integrated into discussion and exploration of the general principles and topics of introductory biology. Essentials of Biology is an introductory biology text for non-major students that combines Dr. Sylvia Mader's superb and accessible writing style with clear visuals, a comprehensive learning system, and abundant applications and relevancy. Essentials of Biology explains the principles of biology clearly and illustrates them in a

captivating, easy-to-understand manner. It emphasizes the relevance of biology to students' lives within a framework of biodiversity and is organized around the major concepts of biology—cells theory, gene theory, evolution, the theory of homeostasis, and ecosystems. The integration of text and the digital world are now complete with the addition of Dr. Michael's Windelspecht's expertise in the development of digital learning assets. Dr Windelspecht has acted as the leading architect in the design of the Mader media content for McGraw-Hill's ConnectPlus and LearnSmart. ConnectPlus suite of learning tools. These assets will allow you to easily design interactive tutorial materials, enhance presentations in both the online and traditional environments, and assess the learning objectives and outcomes of your course.

THE HOEFNAGELS STORY... The second edition of *Biology: The Essentials* epitomizes what the market has come to recognize as Mariëlle Hoefnagels' distinct and student-friendly writing-style. Mariëlle presents up-to-date information through "What's the Point?", "Why We Care", and "Burning Questions"—pedagogical tools designed to demonstrate to readers, and her own students, that biology is everywhere. *Biology: The Essentials, 2nd Edition* offers a broader and more conceptual introduction to biology, simplifying the more complex biological content to the essential elements that students need to act as framework for the details. Mariëlle Hoefnagels is dedicated to helping students find the relevancy of biology and science in their everyday lives. A recipient of the University of Oklahoma General Education Teaching Award and the Longmire Prize (the Teaching Scholars Award from the College of Arts and Sciences), Mariëlle has been engaging, educating, and inspiring students since 1997. She believes that the right tools can make all of the difference in reaching non-majors students. Because of this, the content in this textbook is deeply integrated with the digital tools in Connect and Mariëlle has worked hard to create Connect questions and activities that go beyond simply memorizing

vocabulary and facts. Static images are brought to life through animated tutorials, specifically designed to guide students through tough topics. Whether in class or at home, *Biology: The Essentials*, 2nd Edition with Connect Plus provides all of the resources a student needs to succeed in biology. Biology is a comprehensive introductory biology textbook for non-majors or mixed-majors courses that covers biology in a traditional order from the structure and function of the cell to the organization of the biosphere. The book, which centers on the evolution and diversity of organisms, is appropriate for a one- or two-semester course. It's no wonder that Sylvia Mader's *Biology* continues to be a text that's appreciated as much by instructors as it is by the students who use it. The ninth edition is the epitome of Mader's expertise: Its concise, precise writing uses an economy of words to present the material as succinctly and clearly as possible, thereby enabling students -- even non-majors -- to understand the concepts without necessarily asking the instructor to explain further.

Connect Plus ConnectPlus This version of Connect includes the full textbook as an integrated, dynamic ebook. ConnectPlus provides all of the Connect features plus the following:

- An integrated, printable ebook, allowing for anytime, anywhere access to the textbook.
- Dynamic links between the problems or questions you assign to your students and the location in the ebook where those problems or questions are covered.
- You can assign fully integrated, self-study questions.
- Pagination that exactly matches the printed text, allowing students to rely on ConnectPlus as the complete resource for your course.
- Embedded media, including animations and videos.
- Customize the text for your students by adding and sharing your own notes and highlights.

LearnSmart - Bright futures begin with a smarter way to learn. LearnSmart monitors students' learning styles as it teaches and adapts instantly based on their performance. Measure-Assess and monitor students levels. Adapt- Provide interactive assessments based on strengths &

weaknesses. Empower-Map out a personalized plan for successful learning. Proof: LearnSmart diagnoses students' skill levels to determine what they're good at and where they need help. Then, it delivers customized learning content based on their strengths and weakness. The result: students get the help they need, right when they need it — instead of getting stuck on lessons, or being continually frustrated with stalled progress. Probe: How could an effective learning system that diagnoses students' skill levels to determine what they're good at and where they need help. Then, delivers customized learning content based on their strengths and weakness help level the playing field in your course Overview Inspired by recommendations from the AAAS vision and Change Report. Principles of Biology is reflective of the shift taking place in the majors biology course from large and detail rich to short and conceptual, with a focus on new, cutting-edge science. A succinct and inviting text focused on central concepts, Principles of Biology helps students connect fundamental principles while challenging them to develop and hone critical thinking skills. Five new chapters introduce cutting-edge topics that will benefit students who continue their study of biology in future courses (Chapters 11, 16, 24, 41 and 47) Book Description: This new non-majors biology textbook offers an engaging writing style, strong focus on scientific inquiry and evolution, an emphasis on applications and a superior pedagogical system within a concepts format. Content: This text takes a concepts approach, with up-to-date content delivered at a nonmajors level. Each chapter is built around a set of core concepts. Authorship: This is the only single-authored, non-majors text written by a Ph.D. biologist, who is an active, award-winning teacher from a well-respected research university. Scientific Inquiry: This text emphasizes science as a process and how scientists do their work. Evolution: Evolution is the central theme of the text and addressed in multiple ways throughout. Media: This text includes a multitude of media assets include learning outcomes, animations, videos, and quizzing.

Applications: The text several features that highlight the relevance of topics to readers, including an opening essay, Burning Questions boxed readings, Can You Relate boxed readings, and applications woven throughout all chapters in the narrative. Art/Visuals: This text includes a brand new art program with a 3-dimensional look and feel, using consistent color and style throughout. Pedagogy: Learning tools in this text include two-page chapter openers, numbered concepts, boxed readings, Mastering Concepts questions at the end of major sections, and substantive end-of-chapter assessment material. About the Author: Marielle Hoefnagels is assistant professor at the University of Oklahoma, where she teaches nonmajors courses in biology and microbiology, and a course on fungi for advanced botany and microbiology majors. She earned her B.S. in environmental science from the University of California at Riverside, her M.S. in soil science from North Carolina State University, and her Ph.D. in Botany and Plant Pathology from Oregon State University.

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own notes and highlights. LearnSmart - Bright futures begin with a smarter way to learn. LearnSmart monitors students' learning styles as it teaches and adapts instantly based on their performance. Measure-Assess and monitor students levels. Adapt-Provide interactive assessments based on strengths & weaknesses. Empower-Map out a personalized plan for successful learning. Proof: LearnSmart diagnoses students' skill levels to determine what they're good at and where they need help. Then, it delivers customized learning content based on their strengths and weakness. The result: students get the help they need, right when they need it — instead of getting stuck on lessons, or being continually frustrated with stalled progress. Probe: How could an effective learning system that diagnoses students' skill levels to determine what they're good at and where they need help. Then, delivers customized learning content based on their strengths and weakness help level the playing field in your course

Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, Concepts of Biology is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of

Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes an innovative art program that incorporates critical thinking and clicker questions to help students understand--and apply--key concepts. Instructors consistently ask for a human biology textbook that helps students develop an understanding of the main themes of biology while placing the material in the context of the human body. Mader Human Biology was developed to fill this void. Organized around the main themes of biology, Human Biology guides students to think conceptually about biology and the world around them. Just as the levels of biological organization flow from one level to the next, themes and topics of Biology are tied to one another throughout the chapter, and between the chapters and parts through the concept of homeostasis. Combined with Dr. Mader's hallmark writing style, exceptional art program, and pedagogical framework, difficult concepts become easier to understand and visualize, allowing students to focus on understanding how the concepts are related. Multimedia Integration: Michael Windelspecht represents the new generation of digital authors. Through the integration of multimedia resources, such as videos, animations and MP3 files, and in the design of a new series of interactive animations, Dr Windelspecht has worked to bring Dr. Mader's texts to the new generation of digital learners. A veteran of the online, hybrid, and traditional teaching environments, Dr. Windelspecht is well versed in the challenges facing today's students and educators. Dr. Windelspecht has also acted as the subject matter expert on all aspects of the Connect content being prepared for the Mader series of textbooks. Connect Plus ConnectPlus This version of Connect includes the full textbook as an integrated, dynamic ebook. ConnectPlus provides all of the Connect features plus the following:

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your students and the location in the ebook where those problems or questions are covered. • You can assign fully integrated, self-study questions. • Pagination that exactly matches the printed text, allowing students to rely on ConnectPlus as the complete resource for your course. • Embedded media, including animations and videos. • Customize the text for your students by adding and sharing your own notes and highlights. LearnSmart - Bright futures begin with a smarter way to learn. LearnSmart monitors students' learning styles as it teaches and adapts instantly based on their performance. Measure-Assess and monitor students levels. Adapt-Provide interactive assessments based on strengths & weaknesses. Empower-Map out a personalized plan for successful learning. Proof: LearnSmart diagnoses students' skill levels to determine what they're good at and where they need help. Then, it delivers customized learning content based on their strengths and weakness. The result: students get the help they need, right when they need it — instead of getting stuck on lessons, or being continually frustrated with stalled progress. Probe: How could an effective learning system that diagnoses students' skill levels to determine what they're good at and where they need help. Then, delivers customized learning content based on their strengths and weakness help level the playing field in your course Essential Cell Biology provides a readily accessible introduction to the central concepts of cell biology, and its lively, clear writing and exceptional illustrations make it the ideal textbook for a first course in both cell and molecular biology. The text and figures are easy-to-follow, accurate, clear, and engaging for the introductory student. Molecular detail has been kept to a minimum in order to provide the reader with a cohesive conceptual framework for the basic science that underlies our current understanding of all of biology, including the biomedical sciences. The Fourth Edition has been thoroughly revised, and covers the latest developments in this fast-moving field, yet

retains the academic level and length of the previous edition. The book is accompanied by a rich package of online student and instructor resources, including over 130 narrated movies, an expanded and updated Question Bank. Essential Cell Biology, Fourth Edition is additionally supported by the Garland Science Learning System. This homework platform is designed to evaluate and improve student performance and allows instructors to select assignments on specific topics and review the performance of the entire class, as well as individual students, via the instructor dashboard. Students receive immediate feedback on their mastery of the topics, and will be better prepared for lectures and classroom discussions. The user-friendly system provides a convenient way to engage students while assessing progress. Performance data can be used to tailor classroom discussion, activities, and lectures to address students' needs precisely and efficiently. For more information and sample material, visit <http://garlandscience.rocketmix.com/>. The ninth edition of this text provides a clear and accessible overview of the key topics in biology, placing the emphasis on evolution and scientific inquiry. Take a New Look at Raven! "BIOLOGY" is an authoritative majors textbook focusing on evolution as a unifying theme. In revising the text, McGraw-Hill consulted with numerous users, noted experts and professors in the field. "Biology" is distinguished from other texts by its strong emphasis on natural selection and the evolutionary process that explains biodiversity. The new 8th edition continues that tradition and advances into modern biology by featuring the latest in cutting edge content reflective of the rapid advances in biology. That same modern perspective was brought into the completely new art program offering readers a dynamic, realistic, and accurate, visual program. To view a sample chapter, go to www.ravenbiology.com "Human anatomy and physiology is a fascinating subject. However, students can be overwhelmed by the complexity, the interrelatedness of concepts from different chapters, and the massive amount of material in

the course. Our goal was to create a textbook to guide students on a clearly written and expertly illustrated beginner's path through the human body. An Integrative Approach One of the most daunting challenges that students face in mastering concepts in an anatomy and physiology course is integrating related content from numerous chapters. Understanding a topic like blood pressure, for example, requires knowledge from the chapters on the heart, blood vessels, kidneys, and how these structures are regulated by the nervous and endocrine systems. The usefulness of a human anatomy and physiology text is dependent in part on how successfully it helps students integrate these related concepts. Without this, students are only acquiring what seems like unrelated facts without seeing how they fit into the whole. To adequately explain such complex concepts to beginning students in our own classrooms, we as teachers present multiple topics over the course of many class periods, all the while balancing these detailed explanations with refreshers of content previously covered and intermittent glimpses of the big picture. Doing so ensures that students learn not only the individual pieces, but also how the pieces ultimately fit together. This book represents our best effort to replicate this teaching process. In fact, it is the effective integration of concepts throughout the text that makes this book truly unique from other undergraduate anatomy and physiology texts"-- A Doody's Core Title for 2017! With Saladin, students make connections through learning outcomes and assessments, integrated media, and a writing style that clearly depicts anatomy and physiology processes. A consistent set of chapter learning tools helps students identify and retain key concepts while the stunning visual program provides a realistic view of body structures and processes. Saladin's text requires no prior knowledge of college chemistry or cell biology, and is designed for a two-semester A&P course. Users who purchase Connect Plus receive access to the full online ebook version of the textbook, as well full access to

LearnSmart, SmartBook, and Anatomy & Physiology Revealed. The seventh edition's changes focus primarily on new science (30+ updates based on advances in science), new writing (30+ new sections of text to improve discussion, update terminology, and include new Deeper Insight examples), and 40+ new and revised photos and illustrations. Also, a new appendix has been added to the 7th edition to include the complete genetic code. Significant improvements have also been made to the Connect question banks. The Living World is often considered a student favorite. George Johnson has written this non-majors textbook from the ground up to be an engaging and accessible learning tool with an emphasis on "how things work and why things happen the way they do". The Living World focuses on concepts rather than terminology and technical information, and features a straightforward, clear writing style and a wide variety of media assets to enhance the content of the textbook. The integration of text and the digital world are now complete with McGraw-Hill's ConnectPlus and LearnSmart. Dr. Sylvia Mader's succinct, precise writing style. Sylvia's writing is what has earned her a reputation as one of the most successful introductory biology textbook authors ever, and it is the most compelling feature of this text. Updated Boxed Readings Throughout --Human Biology features three different types of boxed readings. These readings have been thoroughly updated by Dr. Mader, as well as experts in the field, throughout the book to remain current. A complete set of chapter learning aids includes a listing of chapter concepts, brief concept summaries within the chapter, boldface key terms, summary, and objective questions. Students value tools within the text that help them grasp the concepts. Customize this book through Primis Online! This title is tentatively planned to be part of the Primis Online Database: www.mhhe.com/primis/online
Benefit : Professors can customize this book to meet their exact needs and mix and match with other items on Primis Online--allowing them maximum choice and flexibility. Instructors can

choose between two delivery formats: custom printed books (in black and white) or custom eBooks (in color). Emphasis on Homeostasis -- Homeostasis is emphasized throughout the text. The homeostasis sections at the end of specific chapters and the accompanying homeostasis illustrations, have been revised for greater clarity and explain in depth how the body systems work together to maintain homeostasis. Connect Plus ConnectPlus This version of Connect includes the full textbook as an integrated, dynamic ebook. ConnectPlus provides all of the Connect features plus the following:

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weakness help level the playing field in your course. Instructors consistently ask for a human biology textbook that helps students develop an understanding of the main themes of biology while placing the material in the context of the human body. Mader Human Biology was developed to fill this void. Organized around the main themes of biology, Human Biology guides students to think conceptually about biology and the world around them. Just as the levels of biological organization flow from one level to the next, themes and topics of Biology are tied to one another throughout the chapter, and between the chapters and parts through the concept of homeostasis. Combined with Dr. Mader's hallmark writing style, exceptional art program, and pedagogical framework, difficult concepts become easier to understand and visualize, allowing students to focus on understanding how the concepts are related.

Multimedia Integration: Michael Windelspecht represents the new generation of digital authors. Through the integration of multimedia resources, such as videos, animations and MP3 files, and in the design of a new series of interactive animations, Dr. Windelspecht has worked to bring Dr. Mader's texts to the new generation of digital learners. A veteran of the online, hybrid, and traditional teaching environments, Dr. Windelspecht is well versed in the challenges facing today's students and educators. Dr. Windelspecht has also acted as the subject matter expert on all aspects of the Connect content being prepared for the Mader series of textbooks. Users who purchase Connect Plus receive access to the full online ebook version of the textbook. "I have been teaching nonmajors biology at the University of Oklahoma since 1997 and over that time have encountered many students who fear science in general and biology in particular. The complexity, abstractions, and unfamiliar terms can seem overwhelming at first, but with practice, I know that anyone can think like a scientist. Learning to think scientifically is important well beyond passing your biology class. After all, scientific issues confront you every day as you navigate

your life and your social media accounts. How do you know if a claim about climate change is scientific? Will you be able to identify misinformation and interpret graphs during the next global health crisis? This book will teach you not only to understand the scientific terms you encounter but also to distinguish "good science" from unscientific claims. I've created the following features to help you make the transition from memorizing facts to understanding concepts—from accepting scientific claims to analyzing them for yourself. These tools will help you to pass your class and to be an informed citizen"--

Essentials of Biology is an introductory biology text for non-major students that combines Dr. Sylvia Mader's superb and accessible writing style with clear visuals, a comprehensive learning system, and abundant supplements. Essentials of Biology explains the principles of biology clearly and illustrates them in a captivating, easy-to-understand manner. It emphasizes the relevance of biology to students' lives within a framework of biodiversity and is organized around the major concepts of biology—cells theory, gene theory, evolution, the theory of homeostasis, and ecosystems. Mariëlle Hoefnagels passion as a classroom instructor is evident in this new edition with her Learn How To Learn Roadmap-teaching students to think like a scientist! Mariëlle Hoefnagels is an award winning teacher and professor of biology at the University of Oklahoma. Her concepts-oriented introductory biology text places greater emphasis on the processes of scientific investigation and evolution than any other comparable textbook. Her teaching experience is evident in the book through its use of student-centered art, applications and innovative pedagogy using a "What's the Point?" focus on relevance and importance. LEARN HOW TO LEARN/SCIENCE AS A PROCESS-Application and Relevancy! Figure It Out-focusing on quantitative skills Pull It Together-Concept Maps Write It Out-asks students to recall and integrate key chapter material. Mastering Concepts questions have been added to each

Investigating Life Section in the text. “What’s The Point”- audio clips for each chapter opener. Attention Grabbing Essay, Chapter Outline and Learn How To Learn Study Tips Apply It Now- Application based readings Burning Questions-questions from Mariëlle’s own class! MORE CONSISTENT EVOLUTION COVERAGE-Investigating Life: each chapter’s capstone concept focuses on a scientific study that shed light on an evolutionary topic. In each case, the emphasis is on how scientists developed and tested a specific hypothesis. MODERN APPROACH TO GENETICS- The genetics unit has been rearranged to combine the material on gene function with DNA structure. CONNECT PLUS AND LEARNSMART- Hoefnagels 2e has market leading text assets and it has now entered into the realm of text specific digital tools with Connect Plus and LearnSmart. Users who purchase Connect Plus receive access to the full online ebook version of the textbook. About the Author: Mariëlle Hoefnagels is assistant professor at the University of Oklahoma, where she teaches nonmajors courses in biology and microbiology, and a course on fungi for advanced botany and microbiology majors. She earned her B.S. in environmental science from the University of California at Riverside, her M.S. in soil science from North Carolina State University, and her Ph.D. in Botany and Plant Pathology from Oregon State University. THE HOEFNAGELS STORY... The second edition of Biology: The Essentials epitomizes what the market has come to recognize as Mariëlle Hoefnagels’ distinct and student-friendly writing-style. Mariëlle presents up-to-date information through “What’s the Point?”, “Why We Care”, and “Burning Questions”—pedagogical tools designed to demonstrate to readers, and her own students, that biology is everywhere. Biology: The Essentials, 2nd Edition offers a broader and more conceptual introduction to biology, simplifying the more complex biological content to the essential elements that students need to act as framework for the details. Mariëlle Hoefnagels is dedicated to helping students find the relevancy of biology and

science in their everyday lives. A recipient of the University of Oklahoma General Education Teaching Award and the Longmire Prize (the Teaching Scholars Award from the College of Arts and Sciences), Mariëlle has been engaging, educating, and inspiring students since 1997. She believes that the right tools can make all of the difference in reaching non-majors students. Because of this, the content in this textbook is deeply integrated with the digital tools in Connect and Mariëlle has worked hard to create Connect questions and activities that go beyond simply memorizing vocabulary and facts. Static images are brought to life through animated tutorials, specifically designed to guide students through tough topics. Whether in class or at home, *Biology: The Essentials, 2nd Edition with Connect Plus* provides all of the resources a student needs to succeed in biology. *The Science of Psychology: An Appreciative View* treats psychology as an integrated science - placing function before dysfunction. The narrative shows where the various subfields of the science interconnect. This second edition provides a flexible solution for an AP Psychology course. From its readable and lively prose to the adaptive questioning diagnostic tool and personalized study plan on Connect Psychology, *The Science of Psychology* ensures an accurate and timely understanding of psychology as a science. Pedagogical and analytical thinking aides, intersections, and Psychological Inquiry encourage students' critical thinking and active engagement with the reading. Laura King's contemporary, engaging, and personal writing style draws students into the text and encourages them to read more actively and critically. *The Science of Psychology* adapts to students individually and provides a roadmap for success that gets students reading and studying more frequently, effectively, and efficiently. The adaptive questioning diagnostic in the Connect Psychology web-based assignment and assessment platforms ensures students understand key chapter concepts. Connect Psychology - turnkey course setups are available almost immediately, or the course can

be customized at virtually any level. This makes *The Science of Psychology* perfect for face-to-face, online, or hybrid course delivery.

Book Description: This new non-majors biology textbook offers an engaging writing style, strong focus on scientific inquiry and evolution, an emphasis on applications and a superior pedagogical system within a concepts format.

Content: This text takes a concepts approach, with up-to-date content delivered at a nonmajors level. Each chapter is built around a set of core concepts.

Authorship: This is the only single-authored, non-majors text written by a Ph.D. biologist, who is an active, award-winning teacher from a well-respected research university.

Scientific Inquiry: This text emphasizes science as a process and how scientists do their work.

Evolution: Evolution is the central theme of the text and addressed in multiple ways throughout.

Media: This text includes a multitude of media assets include learning outcomes, animations, videos, and quizzing.

Applications: The text several features that highlight the relevance of topics to readers, including an opening essay, Burning Questions boxed readings, Can You Relate boxed readings, and applications woven throughout all chapters in the narrative.

Art/Visuals: This text includes a brand new art program with a 3-dimensional look and feel, using consistent color and style throughout.

Pedagogy: Learning tools in this text include two-page chapter openers, numbered concepts, boxed readings, Mastering Concepts questions at the end of major sections, and substantive end-of-chapter assessment material.

About the Author: Marielle Hoefnagels is assistant professor at the University of Oklahoma, where she teaches nonmajors courses in biology and microbiology, and a course on fungi for advanced botany and microbiology majors. She earned her B.S. in environmental science from the University of California at Riverside, her M.S. in soil science from North Carolina State University, and her Ph.D. in Botany and Plant Pathology from Oregon State University.

Instructors consistently ask for a textbook that helps students

understand the relationships between the main concepts of biology, so they are not learning facts about biology in isolation. Mader's Concepts of Biology was developed to fill this void. Organized around the main themes of biology, Concepts of Biology guides students to think conceptually about biology and the world around them. Just as the levels of biological organization flow from one level to the next, themes and topics in Concepts of Biology are tied to one another throughout the chapter, and between the chapters and parts. Combined with Dr. Mader's hallmark writing style, exceptional art program, and pedagogical framework, difficult concepts become easier to understand and visualize, allowing students to focus on understanding how the concepts are related. The integration of text and the digital world are now complete with McGraw-Hill's ConnectPlus and LearnSmart. ConnectPlus allows you assign content from the text by Learning Outcomes and the reporting features are the best in the market. Users who purchase Connect Plus receive access to the full online ebook version of the textbook.

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