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Business Calculus Demystified

Rhonda Huettenmueller

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Business Calculus Demystified clarifies the concepts and processes of calculus and demonstrates their applications to the workplace. Best-selling math author Rhonda Huettenmueller uses the same combination of winning step-by-step teaching techniques and real-world business and mathematical examples that have succeeded with tens of thousands of college students, regardless of their math experience or affinity for the subject.

With *Business Calculus Demystified,* you learn at your own pace. You get explanations that make differentiation and integration -- the main concepts of calculus -- understandable and interesting. This unique self-teaching guide reinforces learning, builds your confidence and skill, and continuously demonstrates your mastery of topics with a wealth of practice problems and detailed solutions throughout, multiple-choice quizzes at the end of each chapter, and a "final exam" that tests your total understanding of business calculus.

Learn business calculus for the real world! This self-teaching course conquers confusion with clarity and ease. Get ready to:

- Get a solid foundation right from the start with a review of algebra
- Master one idea per section -- develop complete, comfortable understanding of a topic before proceeding to the next
- Find a well-explained definition of the derivative and its properties; instantaneous rates of change; the power, product, quotient, and chain rules; and layering different formulas
- Learn methods for maximizing revenue and profit... minimizing cost... and solving other optimizing problems
- See how to use calculus to sketch graphs
- Understand implicit differentiation, rational functions, exponents, and logarithm functions -- learn how to use log properties to simplify differentiation
- Painlessly learn integration formulas and techniques and applications of the integral
- Take a "final exam" and grade it yourself!

Who says business calculus has to be boring? *Business Calculus Demystified* is a lively and entertaining way to master this essential math subject!

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