

# Engineering Economic Analysis 11th Edition Chapter 1

**Basic Engineering Circuit Analysis An Introduction to Genetic Analysis Financial Statement Analysis Analysis for Financial Management Engineering Economic Analysis Financial Statement Analysis Biostatistics Contemporary Strategy Analysis Text Only Engineering Economic Analysis Statistics: A Tool for Social Research and Data Analysis How to Use SPSS® Solutions Manual for Introduction to Genetic Analysis Systems Analysis and Design Basic Engineering Circuit Analysis Engineering Circuit Analysis Politics in the American States Analysis for Financial Management Quantitative Analysis for Management Quantitative Analysis For Management, 10/E (With Cd) Research Methods, Design, and Analysis Loose-leaf Version for Introduction to Genetic Analysis Introductory Circuit Analysis, Global Edition Adventures in Social Research Quantitative Methods for Business (Book Only) Investment Analysis and Portfolio Management Financial Accounting Theory and Analysis Jonas and Kovner's Health Care Delivery in the United States, 11th Edition Technical Analysis of Stock Trends Electric Circuits Achieve for Introduction to Genetic Analysis 1-term Access Statistics Systems Analysis and Design Action Research Understanding Financial Statements Ecology Investment Analysis and Portfolio Management Systems Analysis and Design, Loose-Leaf Version Introductory circuit analysis Introduction to Genetic Analysis Financial Accounting**

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**Systems Analysis and Design, Loose-Leaf Version** Sep 28 2019 Discover a practical, streamlined, updated approach to information systems development that covers both traditional and emerging technologies and approaches to systems analysis and design. SYSTEMS ANALYSIS AND DESIGN, 11E offers a well-organized, streamlined approach. Chapter objectives are keyed directly to chapter headings, making content easy to comprehend and convenient to study. Numerous real-world examples and screenshots ensure content is current and relevant. In addition, key terms at the end of the chapter now include definitions so you don't have to flip back and forth to a glossary. Exercises throughout this edition emphasize critical thinking and IT skills in a dynamic, business-related environment. This new edition offers everything you need to prepare for success in today's intensely competitive and rapidly changing business world.

**An Introduction to Genetic Analysis** Oct 02 2022 With each edition, An Introduction to Genetic Analysis (IGA) evolves discovery by discovery with the world of genetic research, taking students from the foundations of Mendelian genetics to the latest findings and applications by focusing on the landmark experiments that define the field. With its author team of prominent scientists who are also highly accomplished educators, IGA again combines exceptional currency, expansive updating of its acclaimed problem sets, and a variety of new ways to learn genetics. Foremost is this edition's dedicated version of W.H. Freeman's breakthrough online course space, LaunchPad, which offers a number of new and enhanced interactive tools that advance IGA's core mission: to show students how to analyze experimental data and draw their own conclusions based on scientific thinking while teaching students how to think like geneticists.

**Solutions Manual for Introduction to Genetic Analysis** Nov 22 2021

**How to Use SPSS®** Dec 24 2021 How to Use SPSS® is designed with the novice computer user in mind and for people who have no previous experience of using SPSS. Each chapter is divided into short sections that describe the statistic being used, important underlying assumptions, and how to interpret the results and express them in a research report. The book begins with the basics, such as starting SPSS, defining variables, and entering and saving data. It covers all major statistical techniques typically taught in beginning statistics classes, such as descriptive statistics, graphing data, prediction and association, parametric inferential statistics, nonparametric inferential statistics and statistics for test construction. More than 250 screenshots (including sample output) throughout the book show students exactly what to expect as they follow along using SPSS. The book includes a glossary of statistical terms and practice exercises. A complete set of online resources including video tutorials and output files for students, and PowerPoint slides and test bank questions for instructors, make How to Use SPSS® the definitive, field-tested resource for learning SPSS. New to this edition: Fully updated to SPSS 24 and IBM SPSS Statistics Cloud New chapter on ANOVA New material on inter-rater reliability New material on syntax Additional coverage of data entry and management

**Understanding Financial Statements** Jan 01 2020 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. A supplementary text for a variety of Business courses, including Financial Statement Analysis, Investments, Personal Finance, and Financial Planning and Analysis, An Analytical Approach to Understanding and Interpreting Business Financial Statements, Understanding Financial Statements improves the student's ability to translate a financial statement into a meaningful map for business decisions. The material covered in each chapter helps students approach financial statements with enhanced confidence and understanding of a firm's historical, current, and prospective financial condition and performance. The Eleventh Edition includes new case studies based on existing companies and enhanced learning tools to help students quickly grasp and apply the materials. Fraser and Ormiston presents material in an engaging fashion that helps readers make sense of complex financial information, leading to intelligent (and profitable!) decision-making.

**Financial Statement Analysis** May 29 2022 Financial Statement Analysis, 11e, emphasizes effective business analysis and decision making by analysts, investors, managers, and other stakeholders of the company. It continues to set the standard in showing students the keys to effective financial statement analysis. The textbook is set up in a three part framework which makes this textbook one of the best-selling books in the market. It begins with an overview (chapters 1-2), followed by accounting analysis (chapters 3-6) and then financial analysis (chapters 7-11 and a Comprehensive Case). The book presents a balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models. The eleventh edition is aimed at accounting and finance classes, and the professional audience - as it shows the relevance of financial statement analysis to all business decision makers. The author: Uses numerous and timely "real world" examples and cases Draws heavily on actual excerpts from financial reports and footnotes Focuses on analysis and interpretation of financial reports and their footnotes Illustrates debt and equity valuation that uses results of financial statement analysis Applies a concise and succinct writing style to make the material accessible

**Research Methods, Design, and Analysis** Mar 15 2021 Rev. and updated ed. of: Experimental methodology.

**Loose-leaf Version for Introduction to Genetic Analysis** Feb 11 2021

**Technical Analysis of Stock Trends** Jul 07 2020 2011 Reprint of 1958 Fourth Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. In 1948 Robert D. Edwards and John Magee published "Technical Analysis of Stock Trends" which is widely considered to be one of the seminal works of the discipline. It is exclusively concerned with trend analysis and chart patterns and remains in use to the present. As is obvious, early technical analysis was almost exclusively the analysis of charts, because the processing power of computers was not available for statistical analysis. "Technical analysis" is a financial term used to denote a security analysis discipline for forecasting the direction of prices through the study of past market data, primarily price and volume. Behavioral economics and quantitative analysis incorporate technical analysis, which being an aspect of active management stands in contradiction to much of modern portfolio theory.

**Analysis for Financial Management** Jul 31 2022 Analysis for Financial Management, 11e presents standard techniques and modern developments in a practical and intuitive manner with an emphasis on the managerial applications of financial analysis. It is intended for non-financial managers and business students interested in the practice of financial management. New with the Eleventh Edition, McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master chapter core concepts and come to class more prepared.

**Engineering Circuit Analysis** Aug 20 2021 Circuit analysis is the fundamental gateway course for computer and electrical engineering majors. Engineering Circuit Analysis has long been regarded as the most dependable textbook. Irwin and Nelms has long been known for providing the best supported learning for students otherwise intimidated by the subject matter. In this new 11th edition, Irwin and Nelms continue to develop the most complete set of pedagogical tools available and thus provide the highest level of support for students entering into this complex subject. Irwin and Nelms' trademark student-centered learning design focuses on helping students complete the connection between theory and practice. Key concepts are explained clearly and illustrated by detailed worked examples. These are then followed by Learning Assessments, which allow students to work similar problems and check their results against the answers provided. The WileyPLUS course contains tutorial videos that show solutions to the Learning Assessments in detail, and also includes a robust set of algorithmic problems at a wide range of difficulty levels. WileyPLUS sold separately from text.

**Systems Analysis and Design** Mar 03 2020 Discover a practical, streamlined, and updated approach to information systems development with Tilley/Rosenblatt's SYSTEMS ANALYSIS AND DESIGN, 11E. Expanded coverage of emerging technologies, such as agile methods, cloud computing, and mobile applications, complements this book's traditional approaches to systems analysis and design. A wealth of real-world examples emphasizes critical thinking and IT skills in a dynamic, business-related environment. You will find numerous projects, insightful assignments, and helpful end-of-chapter exercises to help you refine the IT skills you need for success in today's intensely

competitive business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.  
**Quantitative Analysis for Management** May 17 2021 A solid foundation in quantitative methods and management science. Render/Stair/Hanna puts an emphasis on model building and computer applications to show readers how the techniques presented in the text are used in business. This text's use of software also allows readers to focus on the managerial problem, while spending less time on the mathematical details of the algorithms. In the eleventh edition, Excel 2010 has been incorporated throughout the text and an even greater emphasis on modeling is provided.

*Statistics* Apr 03 2020

**Jonas and Kovner's Health Care Delivery in the United States, 11th Edition** Aug 08 2020 "Jonas and Kovner's Health Care Delivery in the United States is one of the stronger health policy texts on the market. Readers and instructors looking for an up-to-date, broad-based overview of US health policy should strongly consider using the book."--The Journal of the American Medical Association (JAMA) (From reviews of the 10th Edition.) "Health care managers, practitioners, and students must both operate as effectively as they can the daunting and continually evolving system at hand and identify opportunities for reform advances Health Care Delivery in the US has been an indispensable companion to those preparing to manage this balance. The present edition demonstrates once again why this volume has come to be so prized. It takes the long view - charting recent developments in health policy, and putting them side-by-side with descriptions and analysis of existing programs in the US and abroad." Sherry Glied, PhD Dean and Professor of Public Service, NYU Wagner From the Foreword Named a 2013 Doody's Medical Reviews Essential Purchase! This fully updated and revised 11th edition of a highly esteemed survey and analysis of health care delivery in the U.S. keeps pace with the rapid changes that are reshaping our system. Fundamentally, this new edition presents the realities that impact our nation's achievement of the so-called Triple Aim: better health and better care at a lower cost. It addresses challenges and responses to the Accountable Care Act, the implementation of Obamacare, and many new models of care designed to replace outmoded systems. Contributions by leading scholars, practitioners, and educators within population health and medical care present the most up-to-date evidence-based information on health disparities, vulnerable populations, and immigrant health; nursing workforce challenges; new information technology; preventative medicine; emerging approaches to control health care costs, and much more. Designed for graduate and advanced undergraduate students of health care management and administration and public health, the text addresses all of the complex core issues surrounding our health care system in a strikingly readable and accessible format. Contributors provide an in-depth and objective appraisal of why and how we organize health care the way we do, the enormous impact of health-related behaviors on the structure, function, and cost of the health care delivery system, and other emerging and recurrent issues in health policy, health care management, and public health. The 11th edition features the writings of such luminaries as Michael Gusmano, Carolyn Clancy, Joanne Spetz, Nirav Shah, Sherry Glied, Michael Sparer, and Christy LeMak, among others. Chapters include key words, learning objectives and competencies, discussion questions, case studies, and additional resources. Included for instructors is a Manual, Power Point Slides, Syllabus, Test Bank, Image Bank, Supplemental e-chapter on the ACA, and a transition guide bridging the 10th and 11th editions. New to the Eleventh Edition: Comprehensive coverage of the ACA and its impact on each aspect of the U.S. health care system woven throughout the book The implementation of Obamacare Combines acute and chronic care into organizations of medical care Nursing workforce challenges Health disparities, vulnerable populations, and immigrant health New models of care including ACOs, Patient Homes, Health Exchanges, and Integrated Health Systems Strategies to achieve the Triple Aim (better health and better care at lower cost) Emerging societal efforts toward creating healthy environments and illness prevention Increasing incentives for efficiency and better quality of care Multiple new charts and tables with concrete health care data Expanded discussion of i  
*Financial Accounting Theory and Analysis* Sep 08 2020 *Financial Accounting Theory and Analysis: Text and Cases*, 11th Edition continues to focus on showing readers how accounting standards directly affect daily decision making on the job. The new edition of this text has been updated and revised to provide students and professionals with the theoretical background they need to keep up with the convergence issues and succeed in today's increasingly global economy. The 11th Edition incorporates all new standards or exposure drafts from the FASB and IASB released, including an updated revenue recognition section with the FASB's discussion of the "milestone method" integrated.

**Introductory Circuit Analysis, Global Edition** Jan 13 2021 For courses in DC/AC circuits: conventional flow Introductory Circuit Analysis, the number one acclaimed text in the field for over three decades, is a clear and interesting information source on a complex topic. The 13th Edition contains updated insights on the highly technical subject, providing students with the most current information in circuit analysis. With updated software components and challenging review questions at the end of each chapter, this text engages students in a profound understanding of Circuit Analysis. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

**Introductory circuit analysis** Aug 27 2019

**Basic Engineering Circuit Analysis** Sep 20 2021

*Financial Statement Analysis* Sep 01 2022 *Financial Statement Analysis*, 9e, emphasizes effective business analysis and decision making by analysts, investors, managers, and other stakeholders of the company. It continues to set the standard (over 8 prior editions and hundreds of thousands in unit book sales) in showing students the keys to effective financial statement analysis. It begins with an overview (chapters 1-2), followed by accounting analysis (chapters 3-6) and then financial analysis (chapters 7-11). The book presents a balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models. The book is aimed at accounting and finance classes, and the professional audience as it shows the relevance of financial statement analysis to all business decision makers. The authors: 1. Use numerous and timely "real world" examples and cases. 2. Draw heavily on actual excerpts from financial reports and footnotes. 3. Focus on analysis and interpretation of financial reports and their footnotes. 4. Illustrate debt and equity valuation that uses results of financial statement analysis. 5. Have a concise writing style to make the material accessible

**Engineering Economic Analysis** Feb 23 2022 Recent news about one of our authors! Jerome Lavelle, co-author *Engineering Economic Analysis*, 11E, won the 2011 Wellington Award, which is given at the Institute of Industrial Engineers (IIE) Annual Conference & Expo and recognizes outstanding contributions in the field of engineering economy. His co-authors, Donald Newnan and Ted Eschenbach, have both taken home the prize in the past. This eleventh edition of the market-leading *Engineering Economic Analysis* offers comprehensive coverage of financial and economic decision-making for engineers, with an emphasis on problem solving, life-cycle costs, and the time value of money. The authors' concise, accessible writing, practical emphasis, and contemporary examples linked to students' everyday lives make this text the most popular among students. And with the most extensive support package, this is the easiest book to teach from. New to the Eleventh Edition: \* For instructors considering putting all or part of their course online, we now offer all of the electronic material for upload to Learning Management Systems \* More than 340 new and revised end-of-chapter problems \* Greatly enhanced coverage of Microsoft Excel® software, including 36 video-based Excel tutorials aimed at allowing instructors to spend more time teaching the concepts and less time teaching the software \* Up-to-date chapter-opening vignettes that reflect current global events \* New appendix on using financial and the HP 33s & 35s calculators for Time Value of Money calculations--a great time saver in class and on the FE Exam \* Updated to include the latest tax legislation and rates \* Enhanced coverage of ethics  
**INSTRUCTOR'S SUPPORT PACKAGE** \* Learning Management System support: Most of the electronic ancillaries are available as pre-formatted cartridges for upload to your Learning Management System, including Blackboard or Moodle. \* Instructor's Manual includes full solutions to all text problems in print format \* Instructor's CD includes the case solutions to the Cases in Engineering Economy text, as well as a computerized test bank \* Two PowerPoint-based lecture resources: Fully-customizable PowerPoint-based lecture outlines, ready for immediate use or modification, and slides of every figure in the text \* Automated test bank for every chapter  
**FOR STUDENTS, PACKAGED WITH EVERY COPY OF THE TEXT** \* A free casebook: The in-text CD includes Cases in Engineering Economy, a collection of 54 case studies designed to help students apply the theories and concepts of engineering economy to real-world situations in the engineering profession \* Excel support: 36 video-based Microsoft Excel software tutorials, each explaining how to use Excel to work specific financial calculations, and a collection of interactive spreadsheet models. Each is designed to promote independent, self-paced instruction in this vital tool. Makes a wonderful companion to both the text and the Casebook. \* The Companion Website ([www.oup.com/us/newnan](http://www.oup.com/us/newnan)) features additional materials, including 100 additional sample FE exam problems and online quiz questions. On-line quiz questions for self study are also included.  
*Engineering Economic Analysis*, 11e **PACKAGED with FREE STUDENT STUDY GUIDE and In-Text CD of 54 CASE STUDIES** Order Pack ISBN: 9780199836765

**Investment Analysis and Portfolio Management** Oct 10 2020 Written by a widely respected author team, this investments text takes an empirical approach to explaining current, real-world practice. Providing the most comprehensive coverage available, the text emphasizes investment alternatives and teaches students how to analyze these choices and manage their portfolios.

**Electric Circuits** Jun 05 2020 The fourth edition of this work continues to provide a thorough perspective of the subject, communicated through a clear explanation of the concepts and techniques of electric circuits. This edition was developed with keen attention to the learning needs of students. It includes illustrations that have been redesigned for clarity, new problems and new worked examples. Margin notes in the text point out the option of integrating PSpice with the provided Introduction to PSpice; and an instructor's roadmap (for instructors only) serves to classify homework problems by approach. The author has also given greater attention to the importance of circuit memory in electrical engineering, and to the role of electronics in the electrical engineering curriculum.

**Analysis for Financial Management** Jun 17 2021 "Written with enthusiasm and dedication, *Analysis for Financial Management*, 9th edition, presents Financial Management in a clear and conversational style that both business students and non-financial executives comprehend." --Book Jacket.

**Politics in the American States** Jul 19 2021 Winner of the 2017 Mac Jewell Enduring Contribution Award of the APSA's State Politics and Policy Section. *Politics in the American States*, Eleventh Edition, brings together the high-caliber research you expect from this trusted text, with comprehensive and comparative analysis of the 50 states. Fully updated for all major developments in the study of state-level politics, including capturing the results of the 2016 elections, editors Virginia Gray, Russell L. Hanson, and Thad Kousser bring insight and uncover the impact of key similarities and differences on the operation of the same basic political systems. Students will appreciate the book's glossary, the fully up-to-date tables and figures, and the maps showcasing comparative data.

**Statistics: A Tool for Social Research and Data Analysis** Jan 25 2022 Healey's *STATISTICS: A TOOL FOR SOCIAL RESEARCH AND DATA ANALYSIS*, 11e, equips you with a solid understanding of statistical fundamentals and their practical application to current social issues -- no advanced math knowledge required. The text breaks

down even the most complex material to help you master key concepts and develop the skills you need to succeed as a professional in a social science field -- or simply to become a statistically literate consumer of social research. Everyday examples illustrate that statistics are not just abstract mathematical constructs, but they have practical value in government, education, business, media, politics, sports and more. Research examples in every chapter use the same real data that professionals use to make evidence-based decisions in social policy research, market research, social work, education and other fields. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Quantitative Methods for Business (Book Only) Nov 10 2020

**Systems Analysis and Design** Oct 22 2021 Systems Analysis and Design, Video Enganced International Edition offers a practical, visually appealing approach to information systems development.

**Financial Accounting** Jun 25 2019 To understand a business, you have to understand the financial insides of a business organization. Through a focus on accounting transactions, real-world problem-solving, and engaging industry examples, Weygandt Financial Accounting, 11th edition demonstrates how accounting is an exciting field of study and helps connect core financial accounting concepts to students' everyday lives and future careers. Continuing to help students succeed in their introductory financial accounting course for over two decades, this edition brings together the trusted Weygandt, Kimmel, and Kieso reputation with fresh, timely, and accurate updates to help build confidence and engage today's students.

**Ecology** Nov 30 2019 As well as emphasising the links to evolution, 'Ecology' covers all the levels of the ecological hierarchy at which the subject is studied. It focuses on their integration to ensure that students are able to grasp how events in nature are interconnected.

**Basic Engineering Circuit Analysis** Nov 03 2022 Reliable tools for computer and engineering students Those majoring in computer science or electrical engineering can look to Basic Engineering Circuit Analysis, 11th Edition to help them connect theory and practice. Topics covered include: nodal and loop analysis techniques, resistive circuits, operational amplifiers, magnetically coupled networks, and other areas of study. The text is designed for student-centered learning and to deliver support for a challenging subject. Detailed examples are used to demonstrate the key concepts. Learning Assessment sections within the textbook give students the chance to solve problems that are similar to the worked examples.

Achieve for Introduction to Genetic Analysis 1-term Access May 05 2020

**Investment Analysis and Portfolio Management** Oct 29 2019 Penned by a widely respected author team, this investments text takes an empirical approach to explaining current, real-world practice. Providing the most comprehensive coverage available, the text emphasizes investment alternatives and teaches students how to analyze these choices and manage their portfolio. Like the editions before it, the sixth edition includes excellent coverage of portfolio theory, capital market theory, security analysis, and international investments.

**Biostatistics** Apr 27 2022 The ability to analyze and interpret enormous amounts of data has become a prerequisite for success in allied healthcare and the health sciences. Now in its 11th edition, Biostatistics: A Foundation for Analysis in the Health Sciences continues to offer in-depth guidance toward biostatistical concepts, techniques, and practical applications in the modern healthcare setting. Comprehensive in scope yet detailed in coverage, this text helps students understand—and appropriately use—probability distributions, sampling distributions, estimation, hypothesis testing, variance analysis, regression, correlation analysis, and other statistical tools fundamental to the science and practice of medicine. Clearly-defined pedagogical tools help students stay up-to-date on new material, and an emphasis on statistical software allows faster, more accurate calculation while putting the focus on the underlying concepts rather than the math. Students develop highly relevant skills in inferential and differential statistical techniques, equipping them with the ability to organize, summarize, and interpret large bodies of data. Suitable for both graduate and advanced undergraduate coursework, this text retains the rigor required for use as a professional reference.

Quantitative Analysis For Management, 10/E (With Cd) Apr 15 2021

**Introduction to Genetic Analysis** Jul 27 2019 The new 12th edition of Introduction to Genetic Analysis takes this cornerstone textbook to the next level. The hallmark focus on genetic analysis, quantitative problem solving, and experimentation continues in this new edition. The 12th edition also introduces SaplingPlus, the best online resource to teach students the problem solving skills they need to succeed in genetics. SaplingPlus combines Sapling's acclaimed automatically graded online homework with an extensive suite of engaging multimedia learning resources.

**Adventures in Social Research** Dec 12 2020 Click on the Supplements tab above for further details on the different versions of SPSS programs.

Engineering Economic Analysis Jun 29 2022

**Contemporary Strategy Analysis Text Only** Mar 27 2022 Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

**Action Research** Jan 31 2020 Note: This is the bound book only and does not include access to the Enhanced Pearson eText. To order the Enhanced Pearson eText packaged with a bound book, use ISBN 0134522729. A step-by-step guide to action research with a balanced coverage of qualitative and quantitative methods. The leading text in the field of action research, Action Research: A Guide for the Teacher Researcher is known for its practical, step-by-step guidance for teachers on how to do research in classrooms. Drawing on his extensive experience working directly with teachers and principals to help them learn how to conduct action research studies, the author guides future educators through the action research process via numerous concrete illustrations. The text positions action research as a fundamental component of teaching and helps it's readers not only acquire the skills to conduct quality studies, but also how to make it a part of everyday teaching practice. Improve mastery and retention with the Enhanced Pearson eText The Enhanced Pearson eText provides a rich, interactive learning environment designed to improve student mastery of content. The Enhanced Pearson eText is: Engaging. The new interactive, multimedia learning features were developed by the authors and other subject-matter experts to deepen and enrich the learning experience.\* Convenient. Enjoy instant online access from your computer or download the Pearson eText App to read on or offline on your iPad® and Android® tablet.\*\* Affordable. Experience the advantages of the Enhanced Pearson eText along with all the benefits of print for 40% to 50% less than a print bound book. \* The Enhanced eText features are only available in the Pearson eText format. They are not available in third-party eTexts or downloads. \*The Pearson eText App is available on Google Play and in the App Store. It requires Android OS 3.1-4, a 7" or 10" tablet, or iPad iOS 5.0 or later.