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One of the biggest issues college math instructors face is capturing and keeping student interest. Over the years, John Hornsby has refined a creative solution--bringing the best of Hollywood into his mathematics classroom. Mathematical Ideas applies this same strategy of engaging students through video clips from popular cinema and television to the textbook. Alongside fresh data and tools, this Eleventh Edition uses up-to-the-minute images as well as old favorites of math being done in Hollywood. In addition, examples are clarified with additional annotations, chapter summaries are made more intuitive to aid review, and chapter tests now include specific section references, making it easier for students to refer back to topics that need more attention. With great care and effort, the authors have crafted this new edition to serve the needs of today's students and instructors.