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**Sinopsis**

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This accessible text is designed to help readers help themselves to excel. The content is organized into two parts: (1) A Library of Elementary Functions (Chapters 1-2) and (2) Calculus (Chapters 3-9). The book's overall approach, refined by the authors' experience with large sections of college freshmen, addresses the challenges of teaching and learning when readers' prerequisite knowledge varies greatly. Reader-friendly features such as Matched Problems, Explore & Discuss questions, and Conceptual Insights, together with the motivating and ample applications, make this text a popular choice for today's students and instructors.