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**Sinopsis**

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Frederic ("Ric") Martini, now joined by accomplished educator and award-winning teacher Judi Nath as his new co-author, builds on his best-selling text by making the Eighth Edition the most student-focused and the easiest to use of all editions yet published. Student-focused elements include new chapter-opening Learning Outcomes, new sentence-style chapter headings that not only introduce new topics but also teach, and a new and simple Tips & Tricks feature that gives students easy analogies and mnemonic devices to help them remember information. The award-winning art program has been enhanced with more deeply contrasting colors and more dimensionality.

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