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***Bonilla y Asociados***  
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Mathematical Ideas captures the interest of non-majors who take the Liberal Arts Math course by showing how mathematics plays an important role in scenes from popular movies and television. By incorporating John Hornsby's "Math Goes to Hollywood" approach into chapter openers, margin notes, examples, exercises, and resources, this text makes it easy to weave this engaging theme into your course.

The Twelfth Edition continues to deliver the superlative writing style, carefully developed examples, and extensive exercise sets that instructors have come to expect. MyMathLab continues to evolve with each new edition, offering expanded online exercise sets, improved instructor resources, and new section-level videos.