

2007-2008 *NEW* Calculus Titles

Calculus ~ Contents

Applied/Business Calculus	46
Calculus and Analytic Geometry	48
Multi-Variable Calculus	54
Single Variable Calculus	51

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International Edition



APPLIED CALCULUS FOR BUSINESS, ECONOMICS, AND THE SOCIAL AND LIFE SCIENCES, EXPANDED EDITION

Ninth Edition

By Laurence D. Hoffmann, Salomon Smith Barney and Gerald L. Bradley, all of Claremont Mckenna College

2007 (January 2006) / 576 pgs / Hardcover

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Applied Calculus for Business, Economics, and the Social and Life Sciences introduces calculus in real-world contexts and provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, the life sciences, and the social sciences. This EXPANDED EDITION includes four additional chapters on Differential Equations, Infinite Series and Taylor Approximations, Probability, and Trigonometric Functions. The new Ninth Edition builds on the straightforward writing style, practical applications from a variety of disciplines, clear step-by-step problem solving techniques, and comprehensive exercise sets that have been hallmarks of Hoffmann/Bradley's success through the years.

NEW TO THIS EDITION

* Applications – Hoffmann/Bradley contains applications to over 400 different categories of problems in business, economics, finance and investment, the life and environmental sciences, the physical sciences, and the social sciences.

* Exercises – Hoffmann/Bradley features a wide variety of exercises, from routine to difficult. In addition to regular drill problems in calculus, numerous Applied Exercises cover different applications in business, finance, life sciences, physical sciences, and the social sciences, and are conveniently labeled by their specific application.

New to this edition – There have been 100 new exercises added including simple and routine types. Examples and exercises have been updated and revised for currency and to insure better correspondence between the two. Exercise sets have also been reorganized for better progression from routine exercises through intermediate – level to challenging.

* Technology – For those choosing to include a graphing focus in their course, Hoffmann/Bradley features a Graphing Calculator Introduction, special Graphing Calculator Exercises, and numerous Explore! Boxes tied to specific examples in the text that guide students in the use of graphing calculators and challenge their understanding of the topics presented. Graphing calculator coverage in the Ninth Edition has been updated to accommodate the latest calculator models.

* Modeling – The new edition has more coverage of introduction to modeling in chapter 1. In addition, "Think About It" essays, found at the conclusion of each chapter, explain how to construct useful mathematical models of material introduced in the chapter while explaining the modeling process.

* Just-in-Time Review – These handy references are used to quickly remind students of important concepts from college algebra or precalculus without distracting from the material under discussion.

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* MathZone – The Ninth Edition features new greatly expanded features and content for MathZone, McGraw-Hill's free and easy complete online tutorial and course management system.

CONTENTS

Preface. 1 Functions, Graphs, and Limits 1.1 Functions 1.2 The Graph of a Function 1.3 Linear Functions 1.4 Functional Models 1.5 Limits 1.6 One-Sided Limits and Continuity Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 1. Review Problems. Explore! Update. Think About It. 2 Differentiation: Basic Concepts. 2.1 The Derivative 2.2 Techniques of Differentiation 2.3 Product and Quotient Rules; Higher Order Derivatives 2.4 The Chain Rule. 2.5 Marginal Analysis and Approximations Using Increments 2.6 Implicit Differentiation and Related Rates. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 2. Review Problems. Explore! Update. Think About It. 3 Additional Applications of the Derivative 3.1 Increasing and Decreasing Functions; Relative Extrema 3.2 Concavity and Points of Inflection 3.3 Curve Sketching 3.4 Optimization 3.5 Additional Applied Optimization. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 3. Review Problems. Explore! Update. Think About It. 4 Exponential and Logarithmic Functions 4.1 Exponential Functions 4.2 Logarithmic Functions 4.3 Differentiation of Logarithmic and Exponential Functions 4.4 Additional Exponential Models. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 4. Review Problems. Explore! Update. Think About It. 5 Integration 5.1 Antidifferentiation: The Indefinite Integral 5.2 Integration by Substitution 5.3 The Definite Integral and the Fundamental Theorem of Calculus. 5.4 Applying Definite Integration: Area Between Curves and Average Value 5.5 Additional Applications to Business and Economics 5.6 Additional Applications to the Life and Social Sciences. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 5 Review Problems. Explore! Update. Think About It. 6 Additional Topics in Integration 6.1 Integration by Parts; Integral Tables 6.2 Improper Integrals 6.3 Numerical Integration. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 6. Review Problems. Explore! Update. Think About It. 7 Calculus of Several Variables 7.1 Functions of Several Variables 7.2 Partial Derivatives 7.3 Optimizing Functions of Two Variables 7.4 The Method of Least-Squares 7.5 Constrained Optimization: The Method of Lagrange Multipliers 7.6 Double Integrals. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 7. Review Problems. Explore! Update. Think About It. 8 Differential Equations 8.1 Introduction to Differential Equations 8.2 First-Order Linear Differential Equations 8.3 Additional Applications of Differential Equations 8.4 Approximate Solutions of Differential Equations 8.5 Difference Equations. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 8. Review Problems. Explore! Update. Think About It. 9 Infinite Series and Taylor Series Approximations 9.1 Infinite Series 9.2 Tests for Convergence 9.3 Functions as Power Series; Taylor Series. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 9. Review Problems. Explore! Update. Think About It. 10 Probability and Calculus. 10.1 Discrete Random Variables 10.2 Continuous Random Variables 10.3 Expected Value and Variance of Continuous Random Variables 10.4 Normal and Poisson Probability Distributions. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 10. Review Problems. Explore! Update. Think About It. 11 Trigonometric Functions 11.1 The Trigonometric Functions 11.2 Differentiation and Integration of Trigonometric Functions 11.3 Additional Applications Involving Trigonometric Functions. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 11. Review Problems. Explore! Update. Think About It. Appendix A: Algebra Review A.1 A Brief Review of Algebra A.2 Factoring Polynomials and Solving Systems of Equations A.3 Evaluating Limits with L'Hôpital's Rule. Appendix Summary. Important Terms, Symbols, and Formulas. Review Problems. Think About It. Tables. I Powers of e II The Natural Logarithm (Base e) III Trigonometric Functions. Text Solutions. Answers to Odd-Numbered Problems, Chapter Checkup Problems, and Chapter Review Problems. Index

International Edition

NEW

CALCULUS FOR BUSINESS, ECONOMICS, AND THE SOCIAL AND LIFE SCIENCES, BRIEF EDITION**Ninth Edition**

By Laurence D. Hoffmann, Salomon Smith Barney, and Gerald L. Bradley, Claremont Mckenna College

2007 (December 2005) / Hardcover with access card**ISBN-13: 978-0-07-322978-2 / MHID: 0-07-322978-4 (with MathZone)****ISBN-13: 978-0-07-110821-8 / MHID: 0-07-110821-1 [IE with MathZone]**Browse <http://www.mhhe.com/hoffmann>

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CONTENTS

Preface. 1 Functions, Graphs, and Limits. 1.1 Functions. 1.2 The Graph of a Function 1.3 Linear Functions 1.4 Functional Models 1.5 Limits 1.6 One-Sided Limits and Continuity. Chapter Summary. Important Terms,

Symbols, and Formulas. Checkup for Chapter 1. Review Problems. Explore! Update. Think About It. 2 Differentiation: Basic Concepts. 2.1 The Derivative. 2.2 Techniques of Differentiation. 2.3 Product and Quotient Rules; Higher Order Derivatives. 2.4 The Chain Rule. 2.5 Marginal Analysis and Approximations Using Increments. 2.6 Implicit Differentiation and Related Rates. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 2. Review Problems. Explore! Update. Think About It. 3 Additional Applications of the Derivative. 3.1 Increasing and Decreasing Functions; Relative Extrema. 3.2 Concavity and Points of Inflection. 3.3 Curve Sketching. 3.4 Optimization. 3.5 Additional Applied Optimization. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 3. Review Problems. Explore! Update. Think About It. 4 Exponential and Logarithmic Functions. 4.1 Exponential Functions. 4.2 Logarithmic Functions. 4.3 Differentiation of Logarithmic and Exponential Functions. 4.4 Additional Exponential Models. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 4 Review Problems. Explore! Update. Think About It. 5 Integration 5.1 Antidifferentiation: The Indefinite Integral. 5.2 Integration by Substitution. 5.3 The Definite Integral and the Fundamental Theorem of Calculus. 5.4 Applying Definite Integration: Area Between Curves and Average Value. 5.5 Additional Applications to Business and Economics. 5.6 Additional Applications to the Life and Social Sciences Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 5. Review Problems Explore! Update. Think About It. 6 Additional Topics in Integration. 6.1 Integration by Parts; Integral Tables. 6.2 Introduction to Differential Equations. 6.3 Improper Integrals; Continuous Probability 6.4 Numerical Integration. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 6. Review Problems. Explore! Update Think About It. 7 Calculus of Several Variables. 7.1 Functions of Several Variables. 7.2 Partial Derivatives. 7.3 Optimizing Functions of Two Variables 7.4 The Method of Least-Squares. 7.5 Constrained Optimization: The Method of Lagrange Multipliers 7.6 Double Integrals over Rectangular Regions. Chapter Summary. Important Terms, Symbols, and Formulas. Checkup for Chapter 7 Review Problems Explore! Update Think About It. Appendix A: Algebra Review. A.1 A Brief Review of Algebra. A.2 Factoring Polynomials and Solving Systems of Equations A.3 Evaluating Limits with L'Hôpital's Rule. Appendix Summary. Important Terms, Symbols, and Formulas. Review Problems. Think About It. Tables. I Powers of e. II The Natural Logarithm (Base e) Text Solutions. Answers to Odd-Numbered Problems, Chapter Checkup Problems, and Chapter Review Problems. Index

BUSINESS CALCULUS DEMYSTIFIED

By Rhonda Huettenmueller

2006 (December 2005) / 384 pages**ISBN-13: 978-0-07-145157-4 / MHID: 0-07-145157-9***A Professional Reference*

This bestselling author of math titles uses practical business and mathematical examples to help you relate to essential concepts in calculus.

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CONTENTS

Chapter 1: Algebra Review / The slope and equation of a line / Finding x-intercepts / Solving equations / Quadratic functions / The vertex / The maximum/minimum value of a quadratic function / Increasing/decreasing intervals / Some important exponent properties / **Chapter 2: Average rate of change** / Limits / **Chapter 3: Definition of derivative** / Properties of the derivative / Instantaneous rates of change / The tangent line / The

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Calculus and Analytic Geometry

International Edition



CALCULUS: LATE TRANSCENDENTAL FUNCTIONS

Third Edition

By Robert Smith, Millersville University and Roland Minton, Roanoke College

2008 (January 2007)

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- A more standard organization.
- Every chapter was rewritten to be substantially more concise.
- New commentaries entitled "Beyond Formulas".

- An enhanced discussion of differential equations and additional applications of vector calculus.

- New counterpoints to the historical notes, "Today in Mathematics," that stress the contemporary dynamism of mathematical research and applications, connecting past contributions to the present.

FEATURES

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- Careful Integration of Technology
- MathZone course with online homework and testing, interactive applets and videos.
- The multivariable chapters have been substantially revised based on reviewer feedback.

CONTENTS

Chapter 0: Preliminaries 0.1 The Real Numbers and the Cartesian Plane 0.2 Lines and Functions 0.3 Graphing Calculators and Computer Algebra Systems 0.4 Trigonometric Functions 0.5 Transformations of Functions **Chapter 1: Limits and Continuity** 1.1 A Brief Preview of Calculus: Tangent Lines and the Length of a Curve 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences / The Method of Bisections / 1.5 Limits Involving Infinity / Asymptotes / 1.6 The Formal Definition of the Limit 1.7 Limits and Loss-of-Significance Errors / Computer Representation of Real Numbers / **Chapter 2: Derivative** 2.1 Tangent Lines and Velocity 2.2 The Derivative / Alternative Derivative Notations / Numerical Differentiation / 2.3 Computation of Derivatives: The Power Rule / Higher Order Derivatives / Acceleration / 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Implicit Differentiation 2.8 The Mean Value Theorem **Chapter 3: Applications of Differentiation** 3.1 Linear Approximations and Newton's Method 3.2 Maximum and Minimum Values 3.3 Increasing and Decreasing Functions 3.4 Concavity and the Second Derivative Test 3.5 Overview of Curve Sketching 3.6 Optimization 3.7 Related Rates 3.8 Rates of Change in Economics and the Sciences **Chapter 4: Integration** 4.1 Antiderivatives 4.2 Sums and Sigma Notation / Principle of Mathematical Induction / 4.3 Area under a Curve 4.4 The Definite Integral / Average Value of a Function 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration / Error bounds for Numerical Integration / **Chapter 5: Applications of the Definite Integral** 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Physics and Engineering **Chapter 6: Exponentials, Logarithms and other Transcendental Functions** 6.1 The Natural Logarithm 6.2 Inverse Functions 6.3 Exponentials 6.4 The Inverse Trigonometric Functions 6.5 The Calculus of the Inverse Trigonometric Functions 6.6 The Hyperbolic Function **Chapter 7: First-Order Differential Equations** 7.1 Modeling with Differential Equations / Growth and Decay Problems / Compound Interest / 7.2 Separable Differential Equations / Logistic Growth / 7.3 Direction Fields and Euler's Method 7.4 Systems of First-Order Differential Equations / Predator-Prey Systems / 7.6 Indeterminate Forms and L'Hopital's Rule / Improper Integrals / A Comparison Test / 7.8 Probability / **Chapter 8: First-Order Differential Equations** 8.1 modeling with Differential Equations / Growth and Decay Problems / Compound Interest / 8.2 Separable Differential Equations / Logistic Growth / 8.3 Direction Fields and Euler's Method / Systems of First Order Equations / **Chapter 9: Infinite Series** 9.1 Sequences of Real Numbers 9.2 Infinite Series 9.3 The Integral Test and Comparison Tests 9.4 Alternating Series / Estimating the Sum of an Alternating Series 9.5 Absolute Convergence and the Ratio Test / The Root Test / Summary of Convergence Test / 9.6 Power Series 9.7 Taylor Series / Representations of Functions as Series / Proof of Taylor's Theorem / 9.8 Applications of Taylor Series / The Binomial Series / 9.9 Fourier Series / **Chapter 10: Parametric Equations and Polar Coordinates** 10.1 Plane Curves and Parametric Equations 10.2 Calculus and Parametric Equations 10.3 Arc Length and Surface Area in Parametric Equations 10.4 Polar Coordinates 10.5 Calculus and Polar Coordinates 10.6 Conic Sections 10.7 Conic Sections in Polar Coordinates **Chapter 11: Vectors and the Geometry of Space** 11.1 Vectors in the Plane 11.2 Vectors in Space 11.3 The Dot Product / Components and Projections / 11.4 The Cross Product 11.5 Lines and Planes in Space 11.6 Surfaces in Space **Chapter 12: Vector-Valued Functions** 12.1 Vector-Valued Functions 12.2 The Calculus Vec-

tor-Valued Functions 12.3 Motion in Space 12.4 Curvature 12.5 Tangent and Normal Vectors / Components of Acceleration, Kepler's Laws / 11.6 Parametric Surfaces **Chapter 13: Functions of Several Variables and Partial Differentiation** 13.1 Functions of Several Variables 13.2 Limits and Continuity 13.3 Partial Derivatives 13.4 Tangent Planes and Linear Approximations / Increments and Differentials / 13.5 The Chain Rule / Implicit Differentiation / 13.6 The Gradient and Directional Derivatives 13.7 Extrema of Functions of Several Variables 13.8 Constrained Optimization and Lagrange Multipliers **Chapter 14: Multiple Integrals** 14.1 Double Integrals 14.2 Area, Volume, and Center of Mass 14.3 Double Integrals in Polar Coordinates 14.4 Surface Area 14.5 Triple Integrals / Mass and Center of Mass / 14.6 Cylindrical Coordinates 14.7 Spherical Coordinates 14.8 Change of Variables in Multiple Integrals **Chapter 15: Vector Calculus** 15.1 Vector Fields 15.2 Line Integrals 15.3 Independence of Path and Conservative Vector Fields 15.4 Green's Theorem 15.5 Curl and Divergence 15.6 Surface Integrals 15.7 The Divergence Theorem 15.8 Stokes' Theorem 15.9 Applications of Vector Calculus **Chapter 16: Second-Order Differential Equations** 16.1 Second-Order Equations with Constant Coefficients 16.2 Nonhomogeneous Equations: Undetermined Coefficients 16.3 Applications of Second-Order Differential Equations 16.4 Power Series Solutions of Differential Equations Appendix A: Proofs of Selected Theorems Appendix B: Answers to Odd-Numbered Exercises

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Third Edition

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- * New interesting and unique applications
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- * A accessible, patient writing style that supplements in-class lecture.
- * Careful integration of technology
- * A numerical emphasis within the multivariable presentation
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CONTENTS

Chapter 0: Preliminaries 0.1 Polynomials and Rational Functions 0.2 Graphing Calculators and Computer Algebra Systems 0.3 Inverse Functions 0.4 Trigonometric and Inverse Trigonometric Functions 0.5 Exponential and Logarithmic Functions. Hyperbolic Functions. Fitting a Curve to Data 0.6 Transformations of Functions. Chapter 1: Limits and Continuity 1.1 A First Look at Calculus 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences. The Method of Bisections. 1.5 Limits Involving Infinity. Asymptotes. 1.6 Formal Definition of the Limit. Exploring the Definition of Limit Graphically 1.7 Limits and Loss-of-Significance Errors. Computer Representation of Real Numbers. Chapter 2: Differentiation 2.1 Tangent Lines and Velocity 2.2 The Derivative Numerical Differentiation 2.3 Computation of Derivatives: The Power Rule. Higher Order Derivatives. Acceleration. 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Derivatives of the Exponential and Logarithmic Functions 2.8 Implicit Differentiation and Inverse Trigonometric Functions 2.9 The Mean Value Theorem. Chapter 3: Applications of Differentiation 3.1 Linear Approximations and Newton's Method 3.2 Indeterminate Forms and L'Hôpital's Rule 3.3 Maximum and Minimum Values 3.4 Increasing and Decreasing Functions 3.5 Concavity and the Second Derivative Test 3.6 Overview of Curve Sketching 3.7 Optimization 3.8 Related Rates 3.9 Rates of Change in Economics and the Sciences. Chapter 4: Integration 4.1 Antiderivatives 4.2 Sums and Sigma Notation. Principle of Mathematical Induction 4.3 Area 4.4 The Definite Integral. Average Value of a Function 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration. Error Bounds for Numerical Integration 4.8 The Natural Logarithm as an Integral. The Exponential Function as the Inverse of the Natural Logarithm. Chapter 5: Applications of the Definite Integral 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Economics and the Sciences 5.7 Probability Chapter 6: Integration Techniques 6.1 Review of Formulas and Techniques 6.2 Integration by Parts 6.3 Trigonometric Techniques of Integration. Integrals Involving Powers of Trigonometric Functions. Trigonometric Substitution. 6.4 Integration of Rational Functions Using Partial Fractions. General Strategies for Integration Techniques 6.5 Integration Tables and Computer Algebra Systems 6.6 Improper Integrals. A Comparison Test. Chapter 7: First Order Differential Equations 7.1 Growth and Decay Problems. Compound Interest. Modeling with Differential Equations. 7.2 Separable Differential Equations. Logistic

Growth 7.3 Direction Fields and Euler's Method 7.4 Systems of First Order Differential Equations. Predator-Prey Systems Chapter 8: Infinite Series 8.1 Sequences of Real Numbers 8.2 Infinite Series 8.3 The Integral Test and Comparison Tests 8.4 Alternating Series. Estimating the Sum of an Alternating Series 8.5 Absolute Convergence and the Ratio Test. The Root Test. Summary of Convergence Tests 8.6 Power Series 8.7 Taylor Series. Representations of Functions as Series. Proof of Taylor's Theorem. 8.8 Applications of Taylor Series. The Binomial Series. 8.9 Fourier Series. Chapter 9: Parametric Equations and Polar Coordinates. 9.1 Plane Curves and Parametric Equations. 9.2 Calculus and Parametric Equations. 9.3 Arc Length and Surface Area in Parametric Equations. 9.4 Polar Coordinates. 9.5 Calculus and Polar Coordinates. 9.6 Conic Sections. 9.7 Conic Sections in Polar Coordinates. Chapter 10: Vectors and the Geometry of Space. 10.1 Vectors in the Plane. 10.2 Vectors in Space 10.3 The Dot Product. Components and Projections 10.4 The Cross Product 10.5 Lines and Planes in Space 10.6 Surfaces in Space. Chapter 11: Vector-Valued Functions 11.1 Vector-Valued Functions 11.2 The Calculus of Vector-Valued Functions 11.3 Motion in Space 11.4 Curvature 11.5 Tangent and Normal Vectors. Tangential and Normal Components of Acceleration. Kepler's Laws 11.6 Parametric Surfaces. Chapter 12: Functions of Several Variables and Differentiation. 12.1 Functions of Several Variables 12.2 Limits and Continuity 12.3 Partial Derivatives 12.4 Tangent Planes and Linear Approximations. Increments and Differentials. 12.5 The Chain Rule 12.6 The Gradient and Directional Derivatives 12.7 Extrema of Functions of Several Variables 12.8 Constrained Optimization and Lagrange Multipliers Chapter 13: Multiple Integrals 13.1 Double Integrals 13.2 Area, Volume, and Center of Mass 13.3 Double Integrals in Polar Coordinates 13.4 Surface Area 13.5 Triple Integrals. Mass and Center of Mass 13.6 Cylindrical Coordinates 13.7 Spherical Coordinates 13.8 Change of Variables in Multiple Integrals Chapter 14: Vector Calculus 14.1 Vector Fields 14.2 Line Integrals 14.3 Independence of Path and Conservative Vector Fields 14.4 Green's Theorem 14.5 Curl and Divergence 14.6 Surface Integrals 14.7 The Divergence Theorem 14.8 Stokes' Theorem 14.9 Applications of Vector Calculus. Chapter 15: Second Order Differential Equations 15.1 Second-Order Equations with Constant Coefficients 15.2 Nonhomogeneous Equations: Undetermined Coefficients 15.3 Applications of Second Order Equations 15.4 Power Series Solutions of Differential Equations. Appendix A: Proofs of Selected Theorems Appendix B: Answers to Odd-Numbered Exercises.

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CONTENTS

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CONTENTS

Chapter 0: Preliminaries 0.1 The Real Numbers and the Cartesian Plane 0.2 Lines and Functions 0.3 Graphing Calculators and Computer Algebra Systems 0.4 Trigonometric Functions 0.5 Transformations of Functions **Chapter 1: Limits and Continuity** 1.1 A Brief Preview of Calculus: Tangent Lines and the Length of a Curve 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences / The Method of Bisections / 1.5 Limits Involving Infinity / Asymptotes / 1.6 The Formal Definition of the Limit 1.7 Limits and Loss-of-Significance Errors / Computer Representation of Real Numbers / **Chapter 2: Differentiation** 2.1 Tangent Lines and Velocity 2.2 The Derivative / Alternative Derivative Notations / Numerical Differentiation / 2.3 Computation of Derivatives: The Power Rule / Higher Order Derivatives / Acceleration / 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Implicit Differentiation 2.8 The Mean Value Theorem **Chapter 3: Applications of Differentiation** 3.1 Linear Approximations and Newton's Method 3.2 Maximum and Minimum Values 3.3 Increasing and Decreasing Functions 3.4 Concavity and the Second Derivative Test 3.5 Overview of Curve Sketching 3.6 Optimization 3.7 Related Rates 3.8 Rates of Change in Economics and the Sciences **Chapter 4: Integration** 4.1 Antiderivatives 4.2 Sums and Sigma Notation / Principle of Mathematical Induction / 4.3 Area under a Curve 4.4 The Definite Integral / Average Value of a Function 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration / Error bounds for Numerical Integration / **Chapter 5: Applications of the Definite Integral** 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Physics and Engineering **Chapter 6: Exponentials, Logarithms and other Transcendental Functions** 6.1 The Natural Logarithm 6.2 Inverse Functions 6.3 Exponentials 6.4 The Inverse Trigonometric Functions 6.5 The Calculus of the Inverse Trigonometric Functions 6.6 The Hyperbolic Function **Chapter 7: First-Order Differential Equations** 7.1 Modeling with Differential Equations / Growth and Decay Problems / Compound Interest / 7.2 Separable Differential Equations / Logistic Growth / 7.3 Direction Fields and Euler's Method 7.4 Systems of First-Order Differential Equations / Predator-Prey Systems / 7.6 Indeterminate Forms and L'Hopital's Rule / Improper Integrals / A Comparison Test / 7.8 Probability / **Chapter 8: First-Order Differential Equations** 8.1 modeling with Differential Equations / Growth and Decay Problems / Compound Interest / 8.2 Separable Differential Equations / Logistic Growth / 8.3 Direction Fields and Euler's Method / Systems of First Order Equations / **Chapter 9: Infinite Series** 9.1 Sequences of Real Numbers 9.2 Infinite Series 9.3 The Integral Test and Comparison Tests 9.4 Alternating Series / Estimating the Sum of an Alternating Series 9.5 Absolute Convergence and the Ratio Test / The Root Test / Summary of Convergence Test / 9.6 Power Series 9.7 Taylor Series / Representations of Functions as Series / Proof of Taylor's Theorem / 9.8 Applications of Taylor Series / The Binomial Series / 9.9 Fourier Series / **Chapter 10: Parametric Equations and Polar Coordinates** 10.1 Plane Curves and Parametric Equations 10.2 Calculus and Parametric Equations 10.3 Arc Length and Surface Area in Parametric Equations 10.4 Polar Coordinates 10.5 Calculus and Polar Coordinates 10.6 Conic Sections 10.7 Conic Sections in Polar Coordinates **Chapter 11: Vectors and the Geometry of Space** 11.1 Vectors in the Plane 11.2 Vectors in Space 11.3 The Dot Product / Components and Projections / 11.4 The Cross Product 11.5 Lines and Planes in Space 11.6 Surfaces in Space **Chapter 12: Vector-Valued Functions** 12.1 Vector-Valued Functions 12.2 The Calculus Vector-Valued Functions 12.3 Motion in Space 12.4 Curvature 12.5 Tangent and Normal Vectors / Components of Acceleration, Kepler's Laws / 11.6 Parametric Surfaces **Chapter 13: Functions of Several Variables and Partial Differentiation** 13.1 Functions of Several Variables 13.2 Limits and Continuity 13.3 Partial Derivatives 13.4 Tangent Planes and Linear Approximations / Increments and Differentials / 13.5 The Chain Rule / Implicit Differentiation / 13.6 The Gradient and Directional Derivatives 13.7 Extrema of Functions of Several Variables 13.8 Constrained Optimization and Lagrange Multipliers **Chapter 14: Multiple Integrals** 14.1 Double Integrals 14.2 Area, Volume, and Center of Mass 14.3 Double Integrals in Polar Coordinates 14.4 Surface Area 14.5 Triple Integrals / Mass and Center of Mass / 14.6 Cylindrical Coordinates 14.7 Spherical Coordinates 14.8 Change of Variables in Multiple Integrals **Chapter 15: Vector Calculus** 15.1 Vector Fields 15.2 Line Integrals 15.3 Independ-

ence of Path and Conservative Vector Fields 15.4 Green's Theorem 15.5 Curl and Divergence 15.6 Surface Integrals 15.7 The Divergence Theorem 15.8 Stokes' Theorem 15.9 Applications of Vector Calculus
Chapter 16: Second-Order Differential Equations 16.1 Second-Order Equations with Constant Coefficients 16.2 Nonhomogeneous Equations: Undetermined Coefficients 16.3 Applications of Second-Order Differential Equations 16.4 Power Series Solutions of Differential Equations
 Appendix A: Proofs of Selected Theorems Appendix B: Answers to Odd-Numbered Exercises

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CONTENTS

Chapter 0: Preliminaries 0.1 Polynomials and Rational Functions 0.2 Graphing Calculators and Computer Algebra Systems 0.3 Inverse Functions 0.4 Trigonometric and Inverse Trigonometric Functions 0.5 Exponential and Logarithmic Functions. Hyperbolic Functions. Fitting a Curve to Data 0.6 Transformations of Functions Chapter 1: Limits and Continuity 1.1 A First Look at Calculus 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences. The Method of Bisections 1.5 Limits Involving Infinity. Asymptotes. 1.6 Formal Definition of the Limit. Exploring the Definition of Limit Graphically 1.7 Limits and Loss-of-Significance Errors. Computer Representation of Real Numbers. Chapter 2: Differentiation 2.1 Tangent Lines and Velocity 2.2 The Derivative. Numerical Differentiation 2.3 Computation of Derivatives: The Power Rule. Higher Order Derivatives. Acceleration. 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Derivatives of the Exponential and Logarithmic Functions 2.8 Implicit Differentiation and Inverse Trigonometric Functions 2.9 The Mean Value Theorem Chapter 3: Applications of Differentiation. 3.1 Linear Approximations and Newton's Method 3.2 Indeterminate Forms and L'Hôpital's Rule 3.3 Maximum and Minimum Values 3.4 Increasing and Decreasing Functions 3.5 Concavity and the Second Derivative Test 3.6 Overview of Curve Sketching 3.7 Optimization 3.8 Related Rates 3.9 Rates of Change in Economics and the Sciences Chapter 4: Integration 4.1 Antiderivatives 4.2 Sums and Sigma Notation. Principle of Mathematical Induction 4.3 Area 4.4 The Definite Integral. Average Value of a Function 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration. Error Bounds for Numerical Integration 4.8 The Natural Logarithm as an Integral. The Exponential Function as the Inverse of the Natural Logarithm. Chapter 5: Applications of the Definite Integral 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Economics and the Sciences 5.7 Probability. Chapter 6: Integration Techniques 6.1 Review of Formulas and Techniques 6.2 Integration by Parts 6.3 Trigonometric Techniques of Integration. Integrals Involving Powers of Trigonometric Functions. Trigonometric Substitution 6.4 Integration of Rational Functions Using Partial Fractions. General Strategies for Integration Techniques 6.5 Integration Tables and Computer Algebra Systems 6.6 Improper Integrals. A Comparison Test. Chapter 7: First Order Differential Equations 7.1 Growth and Decay Problems. Compound Interest. Modeling with Differential Equations. 7.2 Separable Differential Equations. Logistic Growth. 7.3 Direction Fields and Euler's Method 7.4 Systems of First Order Differential Equations. Predator-Prey Systems. Chapter 8: Infinite Series 8.1 Sequences of Real Numbers 8.2 Infinite Series 8.3 The Integral Test and Comparison Tests 8.4 Alternating Series. Estimating the Sum of an Alternating Series 8.5 Absolute Convergence and the Ratio Test. The Root Test. Summary of Convergence Tests 8.6 Power Series 8.7 Taylor Series. Representations of Functions as Series. Proof of Taylor's Theorem 8.8 Applications of Taylor Series. The Binomial Series 8.9 Fourier Series Chapter 9: Parametric Equations and Polar Coordinates 9.1 Plane Curves and Parametric Equations 9.2 Calculus and Parametric Equations 9.3 Arc Length and Surface Area in Parametric Equations 9.4 Polar Coordinates 9.5 Calculus and Polar Coordinates 9.6 Conic Sections 9.7 Conic Sections in Polar Coordinates Chapter 10: Vectors and the Geometry of Space 10.1 Vectors in the Plane 10.2 Vectors in Space 10.3 The Dot Product. Components and Projections 10.4 The Cross Product 10.5 Lines and Planes in Space 10.6 Surfaces in Space. Chapter 11: Vector-Valued Functions 11.1 Vector-Valued Functions 11.2 The Calculus of Vector-Valued Functions 11.3 Motion in Space 11.4 Curvature 11.5 Tangent and Normal Vectors. Tangential and Normal. Components of Acceleration. Kepler's Laws. 11.6 Parametric Surfaces. Chapter 12: Functions of Several Variables and Differentiation. 12.1 Functions of Several Variables 12.2 Limits and Continuity. 12.3 Partial Derivatives 12.4 Tangent Planes and Linear Approximations. Increments and Differentials. 12.5 The Chain Rule 12.6 The Gradient and Directional Derivatives 12.7 Extrema of Functions of Several Variables 12.8 Constrained Optimization and Lagrange Multipliers. Chapter 13: Multiple Integrals 13.1 Double Integrals 13.2 Area, Volume, and Center of Mass 13.3 Double Integrals in Polar Coordinates 13.4 Surface Area 13.5 Triple Integrals. Mass and Center of Mass. 13.6 Cylindrical

Coordinates 13.7 Spherical Coordinates 13.8 Change of Variables in Multiple Integrals Chapter 14: Vector Calculus 14.1 Vector Fields 14.2 Line Integrals 14.3 Independence of Path and Conservative Vector Fields 14.4 Green's Theorem 14.5 Curl and Divergence 14.6 Surface Integrals 14.7 The Divergence Theorem 14.8 Stokes' Theorem 14.9 Applications of Vector Calculus Chapter 15: Second Order Differential Equations 15.1 Second-Order Equations with Constant Coefficients 15.2 Non-homogeneous Equations: Undetermined Coefficients 15.3 Applications of Second Order Equations 15.4 Power Series Solutions of Differential Equations Appendix A: Proofs of Selected Theorems Appendix B: Answers to Odd-Numbered Exercises.

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CONTENTS

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CONTENTS

Chapter 1: Functions, Sequences, Limits, and Continuity. Chapter 2: Dif-

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CONTENTS

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Third Edition

By Robert T. Smith, Millersville University, and Roland B. Minton, Roanoke College

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CONTENTS

Chapter 0: Preliminaries 0.1 The Real Numbers and the Cartesian Plane 0.2 Lines and Functions 0.3 Graphing Calculators and Computer Algebra Systems 0.4 Trigonometric Functions 0.5 Transformations of Functions
Chapter 1: Limits and Continuity 1.1 A Brief Preview of Calculus: Tangent Lines and the Length of a Curve 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences / The Method of Bisections / 1.5 Limits Involving Infinity / Asymptotes / 1.6 The Formal Definition of the Limit 1.7 Limits and Loss-of-Significance Errors / Computer Representation of Real Numbers / **Chapter 2: Differentiation** 2.1 Tangent Lines and Velocity 2.2 The Derivative / Alternative Derivative Notations / Numerical Differentiation 2.3 Computation of Derivatives: The Power Rule / Higher Order Derivatives / Acceleration / 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Implicit Differentiation 2.8 The Mean Value Theorem **Chapter 3: Applications of Differentiation** 3.1 Linear Approximations and Newton's Method 3.2 Maximum and Minimum Values 3.3 Increasing and Decreasing Functions 3.4 Concavity and the Second Derivative Test 3.5 Overview of Curve Sketching 3.6 Optimization 3.8 Related Rates 3.8 Rates of Change in Economics and the Sciences **Chapter 4: Integration** 4.1 Antiderivatives 4.2 Sums and Sigma Notation / Principle of Mathematical Induction / 4.3 Area under a Curve 4.4 The Definite Integral / Average Value of a Function / 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration / Error bounds for Numerical Integration / **Chapter 5: Applications of the Definite Integral** 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Physics and Engineering **Chapter 6: Exponentials, Logarithms and other Transcendental Functions** 6.1 The Natural Logarithm 6.2 Inverse Functions 6.3 Exponentials 6.4 The Inverse Trigonometric Functions 6.5 The Calculus of the Inverse Trigonometric Functions 6.6 The Hyperbolic Function **Chapter 7: First-Order Differential Equations** 7.1 Modeling with Differential Equations / Growth and Decay Problems / Compound Interest / 7.2 Separable Differential Equations / Logistic Growth / 7.3 Direction Fields and Euler's Method 7.4 Systems of First-Order Differential Equations / Predator-Prey Systems / 7.6 Indeterminate Forms and L'Hôpital's Rule / Improper Integrals / A Comparison Test / 7.8 Probability **Chapter 8: First-Order Differential Equations** 8.1 modeling with Differential Equations / Growth and Decay Problems / Compound Interest 8.2 Separable Differential Equations / Logistic Growth / 8.3 Direction Fields and Euler's Method / Systems of First Order Equations / **Chapter 9: Infinite Series** 9.1 Sequences of Real Numbers 9.2 Infinite Series 9.3 The Integral Test and Comparison Tests 9.4 Alternating Series / Estimating the Sum of an Alternating Series / 9.5 Absolute Convergence and the Ratio Test / The Root Test / Summary of Convergence Test / 9.6 Power Series 9.7 Taylor Series / Representations of Functions as Series / Proof of Taylor's Theorem / 9.8 Applications of Taylor Series / The Binomial Series / 9.9 Fourier Series **Chapter 10: Parametric Equations and Polar Coordinates** 10.1 Plane Curves and Parametric Equations 10.2 Calculus and Parametric Equations 10.3 Arc Length and Surface Area in Parametric Equations 10.4 Polar Coordinates 10.5 Calculus and Polar Coordinates 10.6 Conic Sections 10.7 Conic Sections in Polar Coordinates **Chapter 11: Vectors and the Geometry of Space** 11.1 Vectors in the Plane 11.2 Vectors in Space 11.3 The Dot Product / Components and Projections / 11.4 The Cross Product 11.5 Lines and Planes in Space 11.6 Surfaces in Space **Chapter 12: Vector-Valued Functions** 12.1 Vector-Valued Functions 12.2 The Calculus Vector-Valued Functions 12.3 Motion in Space 12.4 Curvature 12.5 Tangent and Normal Vectors / Components of Acceleration, Kepler's Laws / 12.6 Parametric Surfaces **Chapter 13: Functions of Several Variables and Partial Differentiation** 13.1 Functions of Several Variables 13.2 Limits and Continuity 13.3 Partial Derivatives 13.4 Tangent Planes and Linear Approximations / Increments and Differentials / 13.5 The Chain Rule / Implicit Differentiation / 13.6 The Gradient and Directional Derivatives 13.7 Extrema of Functions of Several Variables 13.8 Constrained Optimization and Lagrange Multipliers **Chapter 14: Multiple Integrals** 14.1 Double Integrals 14.2 Area, Volume, and Center of Mass 14.3 Double Integrals in Polar Coordinates 14.4 Surface Area 14.5 Triple Integrals / Mass and Center of Mass / 14.6 Cylindrical Coordinates 14.7 Spherical Coordinates 14.8 Change of Variables in Multiple Integrals **Chapter 15: Vector Calculus** 15.1 Vector Fields 15.2 Line Integrals 15.3 Independence of Path and Conservative Vector Fields 15.4 Green's Theorem 15.5 Curl and Divergence 15.6 Surface Integrals 15.7 The Divergence Theorem 15.8 Stokes' Theorem 15.9 Applications

of Vector Calculus **Chapter 16: Second-Order Differential Equations** 16.1 Second-Order Equations with Constant Coefficients 16.2 Nonhomogeneous Equations: Undetermined Coefficients 16.3 Applications of Second-Order Differential Equations 16.4 Power Series Solutions of Differential Equations / Appendix A: Proofs of Selected Theorems / Appendix B: Answers to Odd-Numbered Exercises

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By Robert T. Smith, Millersville University, and Roland B. Minton, Roanoke College

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CONTENTS

Chapter 0: Preliminaries 0.1 Polynomials and Rational Functions 0.2 Graphing Calculators and Computer Algebra Systems 0.3 Inverse Functions 0.4 Trigonometric and Inverse Trigonometric Functions 0.5 Exponential and Logarithmic Functions. Hyperbolic Functions. Fitting a Curve to Data. 0.6 Transformations of Functions. Chapter 1: Limits and Continuity 1.1 A First Look at Calculus 1.2 The Concept of Limit 1.3 Computation of Limits 1.4 Continuity and its Consequences. The Method of Bisections 1.5 Limits Involving Infinity. Asymptotes. 1.6 Formal Definition of the Limit. Exploring the Definition of Limit Graphically. 1.7 Limits and Loss-of-Significance Errors. Computer Representation of Real Numbers. Chapter 2: Differentiation 2.1 Tangent Lines and Velocity. 2.2 The Derivative. Numerical Differentiation. 2.3 Computation of Derivatives: The Power Rule. Higher Order Derivatives Acceleration 2.4 The Product and Quotient Rules 2.5 The Chain Rule 2.6 Derivatives of the Trigonometric Functions 2.7 Derivatives of the Exponential and Logarithmic Functions 2.8 Implicit Differentiation and Inverse Trigonometric Functions 2.9 The Mean Value Theorem Chapter 3: Applications of Differentiation 3.1 Linear Approximations and Newton's Method 3.2 Indeterminate Forms and L'Hopital's Rule 3.3 Maximum and Minimum Values 3.4 Increasing and Decreasing Functions 3.5 Concavity and the Second Derivative Test 3.6 Overview of Curve Sketching 3.7 Optimization 3.8 Related Rates 3.9 Rates of Change in Economics and the Sciences. Chapter 4: Integration 4.1 Antiderivatives 4.2 Sums and Sigma Notation. Principle of Mathematical Induction. 4.3 Area 4.4 The Definite Integral. Average Value of a Function 4.5 The Fundamental Theorem of Calculus 4.6 Integration by Substitution 4.7 Numerical Integration. Error Bounds for Numerical Integration. 4.8 The Natural Logarithm as an Integral. The Exponential Function as the Inverse of the Natural Logarithm. Chapter 5: Applications of the Definite Integral 5.1 Area Between Curves 5.2 Volume: Slicing, Disks, and Washers 5.3 Volumes by Cylindrical Shells 5.4 Arc Length and Surface Area 5.5 Projectile Motion 5.6 Applications of Integration to Economics and the Sciences. 5.7 Probability Chapter 6: Integration Techniques 6.1 Review of Formulas and Techniques 6.2 Integration by Parts 6.3 Trigonometric Techniques of Integration. Integrals Involving Powers of Trigonometric Functions. Trigonometric Substitution 6.4 Integration of Rational Functions Using Partial Fractions. General Strategies for Integration Techniques 6.5 Integration Tables and Computer Algebra Systems 6.6 Improper Integrals. A Comparison Test. Chapter 7: First Order Differential Equations 7.1 Growth and Decay Problems. Compound Interest. Modeling with Differential Equations. 7.2 Separable Differential Equations. Logistic Growth. 7.3 Direction Fields and Euler's Method 7.4 Systems of First Order Differential Equations. Predator-Prey Systems Chapter 8: Infinite Series 8.1 Sequences of Real Numbers 8.2 Infinite Series 8.3 The Integral Test and Comparison Tests 8.4 Alternating Series. Estimating the Sum of an Alternating Series 8.5 Absolute Convergence and the Ratio Test. The Root Test. Summary of Convergence Tests 8.6 Power Series 8.7 Taylor Series. Representations of Functions as Series. Proof of Taylor's Theorem 8.8 Applications of Taylor Series. The Binomial Series 8.9 Fourier Series. Chapter 9: Parametric Equations and Polar

Coordinates 9.1 Plane Curves and Parametric Equations 9.2 Calculus and Parametric Equations 9.3 Arc Length and Surface Area in Parametric Equations 9.4 Polar Coordinates 9.5 Calculus and Polar Coordinates 9.6 Conic Sections 9.7 Conic Sections in Polar Coordinates. Chapter 10: Vectors and the Geometry of Space 10.1 Vectors in the Plane 10.2 Vectors in Space 10.3 The Dot Product. Components and Projections. 10.4 The Cross Product 10.5 Lines and Planes in Space 10.6 Surfaces in Space Chapter 11: Vector-Valued Functions 11.1 Vector-Valued Functions 11.2 The Calculus of Vector-Valued Functions 11.3 Motion in Space 11.4 Curvature 11.5 Tangent and Normal Vectors. Tangential and Normal Components of Acceleration. Kepler's Laws 11.6 Parametric Surfaces. Chapter 12: Functions of Several Variables and Differentiation 12.1 Functions of Several Variables 12.2 Limits and Continuity 12.3 Partial Derivatives 12.4 Tangent Planes and Linear Approximations. Increments and Differentials 12.5 The Chain Rule 12.6 The Gradient and Directional Derivatives 12.7 Extrema of Functions of Several Variables 12.8 Constrained Optimization and Lagrange Multipliers Chapter 13: Multiple Integrals. 13.1 Double Integrals. 13.2 Area, Volume, and Center of Mass. 13.3 Double Integrals in Polar Coordinates. 13.4 Surface Area. 13.5 Triple Integrals. Mass and Center of Mass. 13.6 Cylindrical Coordinates. 13.7 Spherical Coordinates 13.8 Change of Variables in Multiple Integrals. Chapter 14: Vector Calculus 14.1 Vector Fields 14.2 Line Integrals 14.3 Independence of Path and Conservative Vector Fields 14.4 Green's Theorem 14.5 Curl and Divergence 14.6 Surface Integrals 14.7 The Divergence Theorem 14.8 Stokes' Theorem 14.9 Applications of Vector Calculus. Chapter 15: Second Order Differential Equations 15.1 Second-Order Equations with Constant Coefficients 15.2 Nonhomogeneous Equations: Undetermined Coefficients 15.3 Applications of Second Order Equations 15.4 Power Series Solutions of Differential Equations. Appendix A: Proofs of Selected Theorems Appendix B: Answers to Odd-Numbered Exercises

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