

PEARSON CANADA PROUDLY PRESENTS

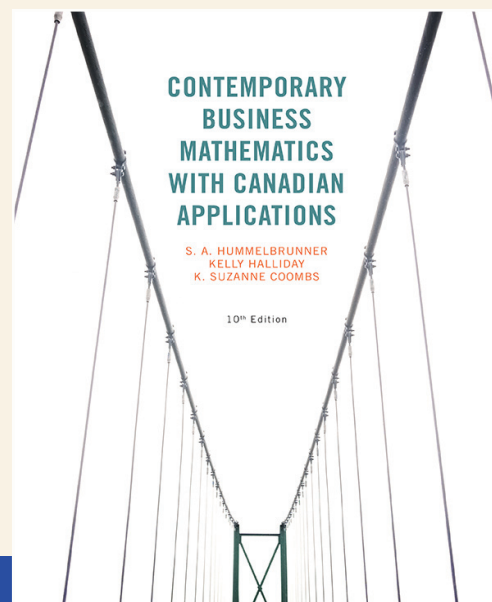
# Contemporary Business Mathematics with Canadian Applications with MyMathLab, 10/e



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Contemporary Business Mathematics with Canadian Applications is a teaching text using problem-identification and problem-solving approaches. The systematic and sequential development of the material is illustrated by examples that show a step-by-step approach to solving the problem. The detailed solutions are presented in a visually clear and colourful layout that allows learners to monitor their own progress in the classroom or in independent study.

The primary objective of the text is to increase the student's knowledge and skill in the solution of practical financial and operational problems encountered in operating a business.

A new colourful and student-friendly design has been created for the book, making it more accessible and less intimidating to learners at all levels.

Each chapter opens with a description of a situation familiar to students to emphasize the practical applications of the material to follow.

A Business Math News Box is presented in every chapter. This element consists of short excerpts based on material appearing in newspapers, magazines, or Websites, followed by a set of questions. These boxes demonstrate how widespread business math applications are in the real world.

The Pointers and Pitfalls boxes emphasize good practices, highlight ways to avoid common errors, show how to use a financial calculator efficiently, or give hints for tackling business math situations to reduce math anxiety.

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The Tenth Edition of *Contemporary Business Mathematics with Canadian Applications*, includes updates based on changes in current practices in Canadian finance and business and the needs of students and instructors using this book.

This edition continues to clarify the consistent approach to rounding rules. The Student's Reference Guide to Rounding and Special Notation gives a clear explanation of the rounding conventions used throughout the text.

- The text and solutions manual have been thoroughly technically checked for accuracy and consistency with the rounding approach.
- Tables, charts, and further diagrams have been added to enable the learner to visualize the problems and the solutions.
- Numerous new examples and exercises have been added.
- Chapter 6 has been significantly revised with standardized formulas and wording, illustrated by visual approaches to solving the problems.
- Chapter 5 has been significantly revised with emphasis on the relationships between parts of CVP. Break-even charts are integrated with theory by introducing them after explanations of revenue and cost behaviour.
- Canadian references have been emphasized in Business Math News Boxes and Website references.
- Interest rates reflect current investment and borrowing rates.

Many examples and exercises have been updated, rewritten, and expanded. To enhance the building-block approach, exercises are ordered to link the topics and the solved examples. Help references have been expanded to link selected exercises to solved examples.

## For an examination copy or additional information

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## Instructor Supplements:

An *Instructor's Solutions Manual* provides complete mathematical and calculator solutions to all the Exercises, Review Exercises, Self-Tests, Business Math News Box questions, Challenge Problems, and Case Studies in the textbook.

An *Instructor's Resource Manual* includes Chapter Overviews, Suggested Priority of Topics, Chapter Outlines, and centralized information on all the supplements available with the text.

*PowerPoint Lecture Slides* present an outline of each chapter in the book, highlighting the major concepts taught. The presentation will include many of the figures and tables from the text and provides the instructor with a visually interesting summary of the entire book.

*TestGen*, a special computerized version of the test bank, enables instructors to edit existing questions, add new questions, and generate test. The Test Generator is organized by chapter, with level of difficulty indicated for each question.

*Personal Response System Slides* will help instructors to gauge students' progress with clicker questions that enable instructors to pose questions, record results, and display those results instantly in the classroom. Questions are provided in PowerPoint® format.