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KEY=EXPLAINING - BAKER CARDENAS

Excursions in Number Theory

Courier Corporation **Challenging, accessible mathematical adventures involving prime numbers, number patterns, irrationals and iterations, calculating prodigies, and more. No special training is needed, just high school mathematics and an inquisitive mind. "A splendidly written, well selected and presented collection. I recommend the book unreservedly to all readers." — Martin Gardner.**

College Geometry with GeoGebra

John Wiley & Sons **From two authors who embrace technology in the classroom and value the role of collaborative learning comes College Geometry Using GeoGebra, a book that is ideal for geometry courses for both mathematics and math education majors. The book's discovery-based approach guides students to explore geometric worlds through computer-based activities, enabling students to make observations, develop conjectures, and write mathematical proofs. This unique textbook helps students understand the underlying concepts of geometry while learning to use GeoGebra software—constructing various geometric figures and investigating their properties, relationships, and interactions. The text allows students to gradually build upon their knowledge as they move from fundamental concepts of circle and triangle geometry to more advanced topics such as isometries and matrices, symmetry in the plane, and hyperbolic and projective geometry. Emphasizing active collaborative learning, the text contains numerous fully-integrated computer lab activities that visualize difficult geometric concepts and facilitate both small-group and whole-class discussions. Each chapter begins with engaging activities that draw students into the subject matter, followed by detailed discussions that solidify the student conjectures made in the activities and exercises that test comprehension of the material. Written to support students and instructors in active-learning classrooms that incorporate computer technology, College Geometry with GeoGebra is an ideal resource for geometry courses for both mathematics and math education majors.**

Mathematical Mysteries

The Beauty and Magic of Numbers

Springer **A meditation on the beauty and meaning of numbers, exploring mathematical equations, describing some of the mathematical discoveries of the past millennia, and pondering philosophical questions about the relation of numbers to the universe.**

More Joy of Mathematics

Exploring Mathematics All Around You

Wide World Pub Tetra **Includes puzzles, games, ideas, and more, that have to do with mathematics**

The British National Bibliography

Crux Mathematicorum with Mathematical Mayhem

A Discrete Transition to Advanced Mathematics

American Mathematical Soc. **As the title indicates, this book is intended for courses aimed at bridging the gap between lower-level mathematics and advanced mathematics. The text provides a careful introduction to techniques for writing proofs and a logical development of topics based on intuitive understanding of concepts. The authors utilize a clear writing style and a wealth of examples to develop an understanding of discrete mathematics and critical thinking skills. While including many traditional topics, the text offers innovative material throughout. Surprising results are used to motivate the reader. The last three chapters address topics such as continued fractions, infinite arithmetic, and the interplay among Fibonacci numbers, Pascal's triangle, and the golden ratio, and may be used for independent reading assignments. The treatment of sequences may be used to introduce epsilon-delta proofs. The selection of topics provides flexibility for the instructor in a course designed to spark the interest of students through exciting material while preparing them for subsequent proof-based courses.**

Publishers' Trade List Annual

Excursions in Geometry

Courier Corporation **A straightedge, compass, and a little thought are all that's needed to discover the intellectual excitement of geometry. Harmonic division and Apollonian circles, inversive geometry, hexlet, Golden Section, more. 132 illustrations.**

Paperbound Books in Print Fall 1995

Reed Reference Publishing

The Magic of Mathematics

Discovering the Spell of Mathematics

Wide World Pub Tetra **The author of The Joy of Mathematics explores the mathematics of nature, literature and art. This fascinating look at the surprising ways mathematics influences the everyday world takes an abstract universe and anchors it to the "real" worlds of science, history and the arts in an intriguing way. Photos and line drawings.**

Gems of Geometry

Springer Science & Business Media **Based on a series of lectures for adult students, this lively and entertaining book proves that, far from being a dusty, dull subject, geometry is in fact full of beauty and fascination. The author's infectious enthusiasm is put to use in explaining many of the key concepts in the field, starting with the Golden Number and taking the reader on a geometrical journey via Shapes and Solids, through the Fourth Dimension, finishing up with Einstein's Theories of Relativity. Aimed at a general readership, the text makes accessible complex subjects such as Chaos and Fractals. It includes a wealth of the author's own illustrations and features appendices on related topics. Equally suitable as a gift for a youngster or as a nostalgic journey back into the world of mathematics for older readers, John Barnes' book is the perfect antidote for anyone whose maths lessons at school are a source of painful memories. Where once geometry was a source of confusion and frustration, Barnes brings enlightenment and entertainment.**

Teaching Secondary Mathematics

Techniques and Enrichment Units

Prentice Hall **The revision of this book introduces the 2000 NCTM Principles and Standards and explains their use for teaching secondary school mathematics instruction. Unlike other books, it utilizes 125 enrichment units to provide the staples in preparing to teach mathematics. The authors provide step-by-step techniques on preparing lessons and tests, motivating students, designing assignments, and organizing the classroom. This valuable book also provides practical teaching methods for immediate use along with answers to typical questions readers have about teaching math. Chapter topics include the mathematics teacher today, long-range and short range planning, teaching more effective lessons, the role of problem solving in the mathematics classroom, using technology to enhance mathematics instruction, authentic assessment and grading strategies, enriching mathematics instruction, and extracurricular activities in mathematics. For mathematics teachers in secondary schools.**

Whitaker's Books in Print

American Book Publishing Record

BPR annual cumulative

Euclidean Geometry and Transformations

Courier Corporation **This introduction to Euclidean geometry emphasizes transformations, particularly isometries and similarities. Suitable for undergraduate courses, it includes numerous examples, many with detailed answers. 1972 edition.**

Vector and Tensor Analysis with Applications

Courier Corporation **Concise, readable text ranges from definition of vectors and discussion of algebraic operations on vectors to the concept of tensor and algebraic operations on tensors. Worked-out problems and solutions. 1968 edition.**

Paperbound Books in Print

Burton's History of Mathematics

An Introduction

WCB/McGraw-Hill

The History of Mathematics

An Introduction

McGraw-Hill College **This International Series in Pure and Applied Mathematics text is designed for the junior/senior mathematics major who intends to teach mathematics in high school or college. It concentrates on the history of those topics typically covered in an undergraduate curriculum or in elementary schools or high schools. At least one year of calculus is a prerequisite for this course. This book contains enough material for a 2 semester course but it is flexible enough to be used in the more common 1 semester course.**

Excursions in Mathematics

Courier Corporation **This lively and accessible exploration of the nature of mathematics examines the role of the mathematician as well as the four major branches: number theory, algebra, geometry, and analysis.**

Art and Design in 1960s New York

Anthem Press **Art and Design in 1960s New York explores the mutual influence between fine art and graphic design in New York City during the long decade of the 1960s. Beginning with advertising's "creative revolution" and its relationship to pop artists, the book traces design and art's developing interest in responses to civic problems such as the proliferation of billboards, navigation through the city's streets and subways, and issues of deteriorating infrastructure. The strategies exploited by these artists and designers resulted in similar approaches to visual imagery and shared techniques for thinking about and responding to the city in which they lived.**

Brands

Meaning and Value in Media Culture

Routledge **Drawing on rich empirical material, this revealing book builds up a critical theory, arguing that brands have become an important tool for transforming everyday life into economic value. When branding lifestyles or value complexes onto their products, companies assume that consumers desire products for their ability to give meaning to their lives. Yet, brands also have a key function within managerial strategy. Examining the history of audience and market research, marketing thought and advertising strategy; the first part of this book traces the historical development of branding, whilst the second part evaluates new media, contemporary management and overall media economics to present the first systematic theory of brands: the brand as a key institution in information capitalism. It includes chapters on: consumption marketing brand management online branding the brand as informational capital. Richly illustrated with case studies from market research, advertising, shop displays, mobile phones, the internet and virtual companies, this outstanding book is essential reading for students and researchers of the sociology of media, cultural studies, advertising and consumer studies and marketing.**

When Scotland Was Jewish

DNA Evidence, Archeology, Analysis of Migrations, and Public and Family Records Show Twelfth Century Semitic Roots

McFarland **The popular image of Scotland is dominated by widely recognized elements of Celtic culture. But a significant non–Celtic influence on Scotland’s history has been largely ignored for centuries? This book argues that much of Scotland’s history and culture from 1100 forward is Jewish. The authors provide evidence that many of the national heroes, villains, rulers, nobles, traders, merchants, bishops, guild members, burgesses, and ministers of Scotland were of Jewish descent, their ancestors originating in France and Spain. Much of the traditional historical account of Scotland, it is proposed, rests on fundamental interpretive errors, perpetuated in order to affirm Scotland’s identity as a Celtic, Christian society. A more accurate and profound understanding of Scottish history has thus been buried. The authors’ wide-ranging research includes examination of census records, archaeological artifacts, castle carvings, cemetery inscriptions, religious seals, coinage, burgess and guild member rolls, noble genealogies, family crests, portraiture, and geographic place names.**

Numerical Methods for Scientists and Engineers

Challenging Problems in Algebra

Courier Corporation **Over 300 unusual problems, ranging from easy to difficult, involving equations and inequalities, Diophantine equations, number theory, quadratic equations, logarithms, more. Detailed solutions, as well as brief answers, for all problems are provided.**

A First Course in Graph Theory

Courier Corporation **Written by two prominent figures in the field, this comprehensive text provides a remarkably student-friendly approach. Its sound yet accessible treatment emphasizes the history of graph theory and offers unique examples and lucid proofs. 2004 edition.**

Graph Theory

Courier Corporation **An introductory text in graph theory, this treatment covers primary techniques and includes both algorithmic and theoretical problems. Algorithms are presented with a minimum of advanced data structures and programming details. 1988 edition.**

The Bulgari Connection

HarperCollins UK **A fast-moving, elegant novel set in contemporary London in the glittery world of charity auctions, big business, high art, and more than enough money to spare.**

Introduction to Logic and to the Methodology of Deductive Sciences

Blurb **Alfred Tarski, one of the greatest logicians of all time, is widely thought of as 'the man who defined truth'. His work on the concepts of truth and logical consequence as defined by mathematical theory are cornerstones of modern logic, influencing developments in mathematics, philosophy, linguistics, and computer science. His teaching on logic and mathematics culminated in the 1941 classic INTRODUCTION TO LOGIC, which uses the method of deduction and explores logic and methodology as it pertains to creating mathematical theories. This is the original 1941 edition. DISCLAIMER: this version is based on a typeset scanned with editorial pen markings present which may be either distracting or insightful and helpful to some readers.**

The Bookseller

Streets with a Story

The Book of Islington

Books in Print Supplement

An Introduction to Linear Algebra and Tensors

Courier Corporation **Eminently readable, completely elementary treatment begins with linear spaces and ends with analytic geometry, covering multilinear forms, tensors, linear transformation, and more. 250 problems, most with hints and answers. 1972 edition.**

The Illustrated London News

No Logo

Taking Aim at the Brand Bullies

Macmillan **An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture**

People of Today

A Beginner's Guide to Mathematical Logic

Courier Corporation **Combining stories of great writers and philosophers with quotations and riddles, this completely original text for first courses in mathematical logic examines problems related to proofs, propositional logic and first-order logic, undecidability, and other topics. 2013 edition.**

Tensor Analysis on Manifolds

Courier Corporation **DIVProceeds from general to special, including chapters on vector analysis on manifolds and integration theory. /div**

How to Argue with a Cat

A Human's Guide to the Art of Persuasion

Penguin UK **If you can persuade a cat ... you can persuade anyone. This is the essential guide to getting your way. Jay Heinrichs, award-winning author of Thank You for Arguing and advisor to the Pentagon, NASA and Fortune 500 companies, distils a lifetime of negotiating and rhetoric to show you how to win over anyone - from colleagues and bosses, to friends and partners at home (and even the most stubborn of feline adversaries). You'll learn to: Perfect your timing - learn exactly when to pounce Get your body language, tone and gesture just right Think about what your opponent wants - always offer a comfy lap Lure them in by making them think they have the power The result? A happy, hopefully scratch-free, resolution. 'Jay Heinrichs knows a thing or two about arguing' The Times 'A master rhetorician and persuasion guru' Salon 'You got a bunch of logical engineers to inject pathos into their arguments ... it works!' NASA engineer**