

Affordable Textbooks for an Affordable Education

Calculus - Early Transcendentals (with Tools for Enriching Calculus Video CD-ROM and BCA Tutorial)

5th Edition - 2003

Published by Thomson Learning

Current Edition Produced in **2003**

Previous Edition Produced in **1999**

Cost of New Copy of Edition 5 to American students: **\$132.26**

Cost to British/African/Middle Eastern students: **\$62 (33 pounds)**

Cost of Used Copy of Edition 4 to American students: **\$11-\$100**

(range found from online sellers and both 2004 and 2005 PIRG textbook surveys)

76% of faculty surveyed say that new editions are justified
“half the time” or less.

Over 500 Mathematics Professors from 150 universities
have called on Thomson Learning to cease producing
unnecessary new editions of this textbook, and to stop charging
American students unfairly.

* All information taken from the Thomson Learning online consumer catalog: www.thomson.com/learning and a PIRG survey of 153 faculty members from 13 Universities in California and Oregon who teach the most commonly purchased textbooks on those campuses. The report can be found at www.MakeTextbooksAffordable.org. Dollar to Pound comparison based on an exchange rate of \$1.8795 per British pound, current as of January 24, 2005.

Thomson Learning Says This About Their New Edition*

"More than 25 percent of the exercises are new. Many of the new exercises make use of current data so students gain a better appreciation for the use of calculus as they learn to solve problems."

"New writing, laboratory, applied, and discovery projects foster greater understanding of concepts and encourage students to apply their problem solving skills to practical situations."

"Stewart has made literally hundreds of small improvements: new examples, additional steps in existing examples, new phrases and margin notes to clarify the exposition, references to other sources and web sites, and redrawn art."

"The review of inverse trigonometric functions has been moved from an appendix to Section 1.6."

"Sections 10.2 and 10.3 have been combined into a single section called "Calculus with Parametric Curves."

"In addition to the already expansive set of ancillary materials, there are many new supplements for the Fifth Edition. New package items include an Instructor's Resource CDROM, videotapes, and BCA Testing and Tutorials, and much more..."

"A free tutorial CD-ROM "Tools for Enriching Calculus (TEC)," is bound into each new copy of the text. References to TEC are indicated throughout the text with a marginal icon. These icons direct students to a specific interactive JAVA™ applet that helps students visualize the concept being learned. In addition, problems numbered in red correspond with "Homework Hints" on the CD-ROM. These hints guide students through the problem solving process, allowing students to find their own solution. TEC is also a useful classroom presentation tool for instructors."

"INTERACTIVE VIDEO SKILLBUILDER CD-ROM, is packaged FREE with every new copy of this text."

"The text is now supported by BROOKS/COLE ASSESSMENT (BCA). Available online or on CD-ROM, browser-based BCA is fully integrated testing, tutorial, and course management software. With no need for plug-ins or downloads, BCA offers algorithmically-generated problem values and machine-graded free response mathematics."

"Online homework system that contains guided step wise solutions to problems with context specific feedback."

"Instructor's Resource CD-ROM--a world of resources at your fingertips. This CD contains CalcLink 3.0 (a Microsoft® PowerPoint® collection of figures from the text, with animations and narration), BCA 2.0 Testing, the Instructor's Guide, Complete Electronic Solutions, and a Resource Integration Guide that makes it easy to incorporate the extensive supplements package into your teaching."

Over 500 Mathematics Professors From 150 Universities Said This About the New Edition

Here's what 500 math professors from 150 universities said in a letter to Thomson Learning about this textbook:

"While textbook editions must be updated periodically to reflect new teaching methods and so forth, we do not believe that the content of this particular update justified an entirely new edition. This is especially the case when one takes into account the additional expense new editions create for many students and the additional time faculty members must take to revise syllabi and other instructional materials to accommodate the changes to the text.

[In addition] We see no reasonable explanation for such a pricing disparity [between U.S. and other countries]."

The faculty members made four requests:

"1. Continue to publish the current edition of this textbook until there has been significantly new content in the field of calculus, applications of calculus, and/or the teaching of calculus that would justify an update.

2. Establish a more transparent and fair pricing scheme so that students in America are getting charged the same amount as their counterparts in other countries.

3. Ensure that your sales materials and sales representatives disclose to faculty all of products, their prices, and the length of time Thomson Learning intends to keep on the market the current editions of their textbooks and related instructional materials.

4. In addition to the hardcover version, produce an online version of Calculus: Early Transcendentals, and pass the cost savings on to students."

To date, Thomson Learning has refused to acknowledge that a problem exists with their practices. The only action they have taken is to negotiate a 20% price cut in this book's price at UCLA, which only demonstrates that there is ample room for Thomson Learning to lower textbook prices.

Read the full text of the letter, as well as correspondence between students, faculty and Thomson Learning at www.MakeTextbooksAffordable.org.

* All information from Brooks/Cole website: www.brookscole.com. Brooks/Cole is a division of Thomson Learning.