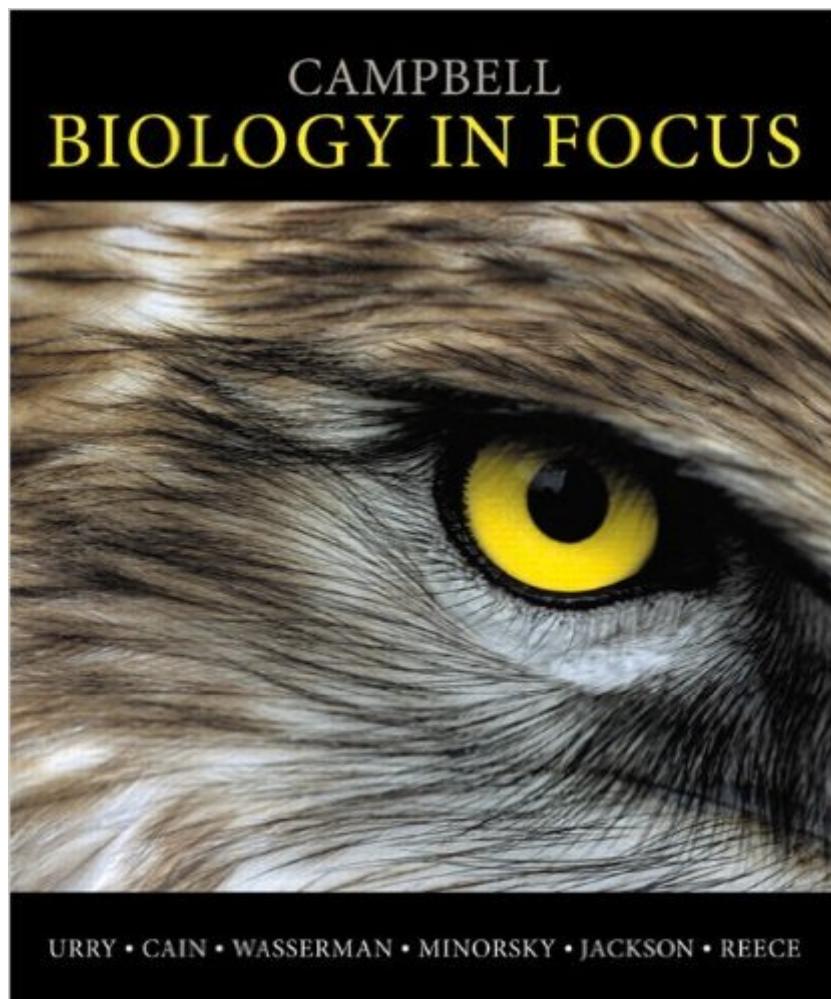


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# Campbell Biology In Focus



## **Synopsis**

In 900 text pages, *Campbell Biology in Focus* emphasizes the essential content and scientific skills needed for success in the college introductory course for biology majors. Each unit streamlines content to best fit the needs of instructors and students, based on surveys, curriculum initiatives, reviews, discussions with hundreds of biology professors, and careful analyses of course syllabi. Every chapter includes a Scientific Skills Exercise that builds skills in graphing, interpreting data, experimental design, and math skills biology majors need in order to succeed in their upper-level courses. This briefer book upholds the *Campbell* hallmark standards of accuracy, clarity, and pedagogical innovation. Â

## **Book Information**

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## **Customer Reviews**

I teach high school AP Biology and have done so for more than a decade. We recently made the decision to purchase NEW textbooks. Yay! Finally! Anyway, we got free evaluative copies of *Campbell* 9th Edition with the full intent of purchasing a district set at the end of the school year (we are a district of around 20,000 students). However, at the last minute, THIS book came on the market and my Pearson rep showed it to me. After going through the book and its incidentals, we have decided to use this book instead. It's awesome. It's pared down somewhat and we'll have the unprecedented opportunity to go through EVERY single chapter in the coming school year. No skipping around, no guessing where we'll be, nothing. All in all, it's an awesome book and it's perfect for high school AP Biology.

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I absolutely love this textbook. The figures are so great and really help to reinforce concepts. Explanations of new material is easily understandable and there are questions after every chapter! Careful with the online access, I got a code that didn't work for me. It was a brand new, and never used code, but it was for a newer version of MasteringBiology, so check with your professor if you need it! Other than that, LOVE this book!

It was exactly the book I wanted. It was in great condition, and though this is a book I need for college, any Biology major should consider getting this. The best part about this book: I actually got it. I ordered this book twice from Half-Priced Books and they cancelled my order, twice, along with another book I needed for my classes. So yes, I am very satisfied and happy with this book.

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Good book but before purchasing make sure you are actually going to use the textbook. DO NOT waste money on a textbook that you are only going to open 2 to 3 times over the course of the class.

I am very satisfied with this product. It was the book that I was needing for my intro biology college class. I was very surprised by how high of a quality this product was for being used! It was also much cheaper than what this product was offered for at the book store.

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