

Pearson Arab World Editions

Haeussler, Paul, Wood, Khouyibaba: Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences

Pearson has created a range of teaching and learning tools to especially meet the needs of the region – a series of textbooks and accompanying support material that take into account cultural and religious sensitivities and which use Arab examples and case studies. We have called this collection the Arab World Publishing Program.

Part of this exciting new collection is the adapted version of Haeussler's widely used and respected *Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences*.

Available in Summer 2012, the Arab World Edition of Haeussler's *Introductory Mathematical Analysis*, adapted by Khouyibaba, has specially customized content to align with core mathematics modules being taught across the Arab world. The book's focused content is an excellent fit with lecturers' teaching needs in the region. This textbook is set to become an essential tool for lecturers and students studying mathematics in the Arab world, featuring:

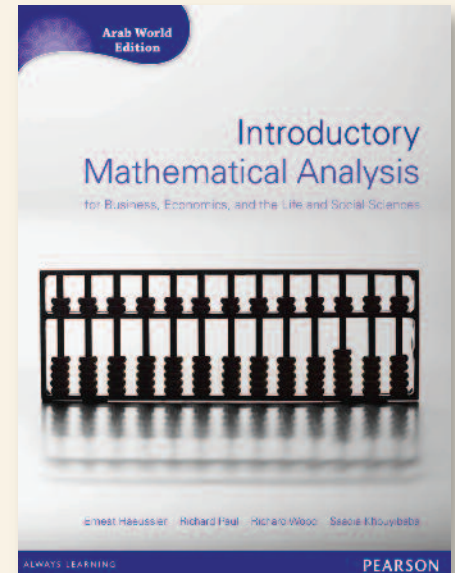
- An English – Arabic glossary of key mathematical terms
- Simplified language and accessible content that has been customized to match core curriculum in the region
- Examples, applications and problems taken from local experiences and Arab companies
- New biographies of influential Arab and international mathematicians
- Different levels of exercises to support different levels of students
- A comprehensive range of mathematical topics



The adapting author, Saadia Khouyibaba, says of the edition:

“Often professors in the Arab world find themselves teaching with textbooks that contain irrelevant or even inappropriate topics and examples. Both lecturers and students in the region have asked themselves, “can't there be more relevant textbooks for this part of the world?” Finally, the Arab World Editions address this issue.”

For more information about any of the Arab World Editions please visit www.pearson.com/middleeast/awe



This book is accompanied by adapted PowerPoint slides, instructor manual, test bank generator and online tutorial and homework system .

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