

PEARSON TEXTBOOKS

College Algebra, 3rd ed., Beecher, Penna, Bittinger

Strengths	Weaknesses
“Visualizing the Graph” is an excellent feature. Some worked examples include side-by-side algebraic solution with visual/graphical solution.	Text is not very engaging.
Graphing Calculator is integrated throughout the text.	Not much calculator instruction, although graphs are emphasized throughout.
Functions appear early in the text.	
Layout of text is appealing.	
Text contains interesting and current applications.	
Author makes good use of tables & graphs.	
“Connecting the Concepts” does a good job presenting math concepts.	
“Technology Connection” shows students alternate ways to solve & check problems.	
EBook, Instructional videos, online homework, and online tutoring available inside of MyMathLab.	
Electronic test bank is available and tests/quizzes can be uploaded into MyMathLab.	
Live “Adjunct Support Center” available for instructors.	

A Graphical Approach to College Algebra, 4th ed., by Hornsby, Lial & Rockswold

Strengths	Weaknesses
Text includes side-by-side algebraic & graphical solutions.	Doesn't explain domain of a function when given as an algebraic formula.
“What Went Wrong” cautions students on relying too heavily on calculators & shows common mistakes.	Determining the domain of a composition function is not included.
Maximizes the effectiveness of graphing calculator.	Not enough coherence between example problems and end-of-section problems.
Graphing calculator manual available & some examples are marked GCM to indicate keystrokes are listed in manual.	Does not show correct use of interval notation with increasing/decreasing topics.
Mid-chapter reviews in each chapter. There are also review problems in each section, evaluating mastery of previous sections.	
Functions are introduced early in the text. Includes 4-step approach to functions.	
Technology used as an effective tool for	

doing math.	
The text is designed to build skill, address critical thinking, engaging applications and to show technological alternatives to algebraic solutions.	
Each chapter ends with chapter summaries, review exercises, chapter tests & projects.	
Live “Adjunct Support Center” available for instructors.	
EBook, PowerPoint presentations, Instructional videos, online homework, and online tutoring available inside of MyMathLab.	
Electronic test bank is available and tests/quizzes can be uploaded into MyMathLab.	

College Algebra (Early Functions Approach), 2nd ed., by Blitzer

Strengths	Weaknesses
Graphing calculator is integrated throughout the text.	Pages are somewhat cluttered and contain a lot of writing, making it hard to read.
Worked examples are annotated with explanations and detailed steps.	Does not cover graphing piece-wise functions. Supplement is needed.
There are many new, real-world applications.	Overuse of x , y and $f(x)$ when other variables could have more practical meaning.
Section openers include unique, real-world applications.	Transformations are covered in chapter 1, but not emphasized in later chapters.
Some find it easy to read.	Minimum calculator use.
New pictures and applications in new edition.	Not enough alternative calculator exercises.
Assignable Learning Aids inside homework, tests, etc., such as eBook, “Help me Solve This,” “Show me an Example,” and “Ask My Instructor.”	
Provides section openers to motivate students.	
Critical thinking, writing, technology, and group assignments are included.	
Text includes cumulative reviews, mid-chapter check points and chapter tests.	
Many available exercises. Provides “Practice Plus” exercise problems, which combines skills & challenges students.	
“Technology Boxes” next to algebraic solutions, show calculator solutions.	
Chapter Test Prep videos available (on CD’s & in MyMathLab), which works	

chapter test problems.	
Live “Adjunct Support Center” available for instructors.	
EBook, PowerPoint presentations, Instructional videos, online homework, and online tutoring available inside of MyMathLab.	
Electronic test bank is available and tests/quizzes can be uploaded into MyMathLab.	

TECHNOLOGY

MML – MyMathLab (Pearson Online Learning System)

Strengths	Weaknesses
Instructor has control of options for homework, tests, grading and student help inside of MML.	Students must download software/plugin to use the system. Although, # of plug-ins has reduced (Adobe, Flash, TestGen).
Automatic comments in MML are specific to student’s response. Instructors can add comments to completed homework & tests.	Learning curve, which can be time consuming.
Excellent technical support with in-person and online training available.	If iCollege is unavailable, then students would not have access to online homework.
New Vista version allows for seamless integration into iCollege. This allows students to use iCollege password to access material.	
New Vista version gives students a 15-day grace period to work in MML until pass code is purchased.	
Easy to use and navigate.	
Includes odd number exercises from text in online homework.	
Allows instructors to set pre-requisites & number of attempts on section homework.	
Allows instructors to set individual due dates for students.	
Instructors have control to set the level of tolerance & partial credit for answers.	
Free access to Math Tutor Center through MML. Available for 7 hours a day, 5 days a week.	
It is platform independent (PC, Mac, Mozilla, Firefox, etc.).	
MML is widely used, established product that has proven to be effective for students.	

CC-Course Connect (Pearson Online Learning System)

Strengths	Weaknesses
Presents material in module format (could be useful for adjuncts or hybrid classes).	Could be confusing to have two learning systems available (MML and CC) for a single text.
It is a Pearson product, integrated with MML.	