Biology: Nonmajors

Essentials of Biology, 4e
Sylvia Mader, Michael Windelspecht
Publishing: 1/10/2014
ISBN: 978-0-07-802422-1

Essentials of Biology is an introductory biology text for non-major students that can be used in a one- or two-semester course. It was prepared to engage today’s students in the science of biology by providing a fundamental understanding of life. Throughout the text, multimedia assets and Connections boxes encourage the student to integrate scientific concepts into their lives. The text is fully integrated into McGraw-Hill’s adaptive learning and Connect platforms, and is associated with a number of web-based assets that allow instructors to use this text as a content foundation for traditional, online, hybrid and “flipped” classrooms.

Resources:
Connect Plus Biology: 978-0-07-768097-8
LearnSmart ISBN: 978-1-25-920052-6

Biology: Concepts and Investigations, 3e
Mariëlle Hoefnagels
Publishing: 1/10/2014

Mariëlle Hoefnagels’ passion as a classroom instructor is evident in Biology: Concepts and Investigations, an introductory biology textbook written to explain the general concepts of biology at a level of detail that allows students to understand concepts rather than memorize details. New media integration icons, upgraded PowerPoint presentations, new tutorial animations based on textbook art, upgraded Connect question banks, and adaptive technologies like LearnSmart and Smartbook capitalize on the power of technology to enhance student understanding. Key goals of the book are to:

• help the student connect the concepts in the book to their everyday lives;
• show connections between ideas within the chapter and to material they have already studied;
• teach introductory students how to be more active learners.

Resources:
Connect Biology ISBN: 978-0-07-768183-8
SmartBook ISBN: 978-0-07-802422-1

Concepts of Biology, 3e
Sylvia Mader
Published: 9/13/2013

Concepts of Biology 3e recognizes the value of the traditional approach while still engaging students in the excitement of relevance to themselves and the world around them. The text abounds with analogies and engaging illustrations as it proceeds from an examination of chemistry to the biosphere. A significant new feature of this edition is the integration of media asset into the chapter content. Virtually every section of the textbook is now linked to MP3 files, 3D and 2D animations of biological processes, and National Geographic and ScienCentral videos. In addition, McGraw-Hill offers a full suite of adaptive learning tools including LearnSmart, LearnSmart Labs, LearnSmart Prep, LearnSmart Achieve, and SmartBook, all designed to assess a student’s existing knowledge base and adapt to particularly address deficiencies.

Resources:

The Living World, 8e
George Johnson
Publishing: 1/09/2014
ISBN: 978-0-07-802421-4

The Living World is often considered a student favorite. George Johnson has written this non-majors textbook from the ground up to be an engaging and accessible learning tool with an emphasis on “how things work and why things happen the way they do”. The Living World focuses on concepts rather than terminology and technical information, and features a straightforward, clear writing style and a wide variety of media assets to enhance the content of the textbook.

The integration of text and the digital world is now complete with McGraw-Hill’s ConnectPlus, LearnSmart, and SmartBook. Users who purchase ConnectPlus receive access to the full online ebook version of the textbook.

Resources:
LearnSmart
SmartBook

Inquiry Into Life, 14e
Sylvia Mader and Michael Windelspecht
Published: 1/11/2013

Basic biological concepts and processes with a human emphasis. From the unique delivery of biology content, to the time-tested art program, to the complete integration of the text with technology, Dr. Sylvia Mader has formed a teaching system that will both motivate and enable your students to understand and appreciate the wonders of all areas of biology. Inquiry into Life, 14e emphasizes the application of all areas of biology to knowledge of human concerns, what the students are able to relate to. This distinctive text was developed
to stand apart from all other non-majors texts with a unique approach, unparalleled art, and a straightforward, succinct writing style that has been acclaimed by both users and reviewers. In the 14th edition, the authors have focused on the concept of inquiry and a student’s inherent desire to learn. To do this, they integrated a tested, traditional learning system with modern digital and pedagogical approaches designed to stimulate and engage today’s student.

www.mhhe.com/maderinquiry14

Resources:

- Connect Biology ISBN: 978-0-07-751631-4

Essentials of The Living World, 4e
George Johnson
Published: 9/07/2012
ISBN: 978-0-07-352547-1

Essentials of The Living World is often considered a student favorite. George Johnson has written this non-majors textbook from the ground up to be an engaging and accessible learning tool with an emphasis on “how things work and why things happen the way they do”. Essentials of The Living World focuses on concepts rather than terminology and technical information, and features a straightforward, clear writing style and a wide variety of media assets to enhance the content of the textbook.

www.mhhe.com/esstlw4

Resources:

- Connect Biology ISBN: 978-0-07-739688-6
- SmartBook ISBN: 978-1-25-913039-7

Biology: The Essentials, 1e
Mariëlle Hoefnagels
Published: 1/05/2012
ISBN: 978-0-07-809692-1

Mariëlle Hoefnagels presents up-to-date information using a scientific approach and relevant examples to illustrate the basic biological concepts. Mariëlle’s focus on evolutionary processes and implications aid a cross-disciplinary approach to the study of Biology, which will help students make connections and grasp the importance and relevance of biology in their lives.

BIOLOGY EXPLAINED YOUR WAY—In writing this book Mariëlle has maintained a TOTAL FOCUS ON THE STUDENT and what they need to be successful in this course by providing the tools and direction needed to support understanding and learning, not memorizing. Her primary goal has been to simplify the more complicated biological content to the elements that students need to actually understand it.

• WANT TO DELIVER AN ESSENTIAL OVERVIEW? The early sections of the chapters serve as an overview that introduces the importance and overall result of the process but skips the detail.
• WANT TO DELIVER A BIT MORE DEPTH? The remaining sections are available as an option for those instructors who want to teach more.
• COMPLETE INTEGRATION OF TEXT AND DIGITAL: A variety of these hallmark Hoefnagels features blend incredibly well with the Connect digital platform and enhance the ever evolving delivery methods of our content.

www.mhhe.com/hoefnagels

Resources:


Biology, 11e
Sylvia Mader and Michael Windelspecht
Published: 1/03/2012
ISBN: 978-0-07-352550-1

Biology is a comprehensive introductory biology textbook for non-majors or mixed-majors courses that covers biology in a traditional order from the structure and function of the cell to the organization of the biosphere. The book, which centers on the evolution and diversity of organisms, is appropriate for a one- or two-semester course.

The eleventh edition is the epitome of Mader’s expertise: Its concise, precise writing uses an economy of words to present the material as succinctly and clearly as possible, thereby enabling students—even non-majors—to understand the concepts without necessarily asking the instructor to explain further.

Sylvia Mader represents one of the icons of science education. Her dedication to her students, coupled with her clear, concise writing style has benefited the education of thousands of students over the past three decades.

Dr. Michael’s Windelspecht: The integration of text and the digital world are now complete with the addition of Michael’s Windelspecht’s expertise in the development of digital learning assets. For over ten years, Michael served as the Introductory Biology Coordinator at Appalachian State University, in Boone NC where he directed a program that enrolls over 4,500 non-science majors annually. Michael has acted as the leading architect in the design of the Mader media content for McGraw-Hill’s ConnectPlus and LearnSmart. These assets allow instructors to easily design interactive tutorial materials, enhance presentations in both the online and traditional environments, and assess the learning objectives and outcomes of your course.

www.mhhe.com/maderbiology11

For more information or to request an examination copy contact your local sales representative or email us at mghasia.sg@mheeducation.com
of biology while placing the material in the context of the human body. Mader's *Human Biology* was developed to fill this void. To accomplish the goal of improving scientific literacy, while establishing a foundation of knowledge in human biology and physiology, *Human Biology* integrates a tested, traditional learning system with modern digital and pedagogical approaches designed to stimulate and engage today's student.

Multimedia Integration: Michael Windelspecht represents the new generation of digital authors. Through the integration of multimedia resources, such as videos, animations and MP3 files, and in the design of a new series of guided tutorials, Dr Windelspecht has worked to bring Dr Mader's texts to the new generation of digital learners. A veteran of the online, hybrid, and traditional teaching environments, Dr. Windelspecht is well versed in the challenges facing today's students and educators. Dr. Windelspecht guided all aspects of the Connect content accompanying *Human Biology*.

The authors of the text identified several goals that guided them through the revision of *Human Biology*, Thirteenth Edition: 1. build upon the strengths of the previous editions of the text, 2. enhance the learning process by integrating content that appeals to today's students, 3. deploy new pedagogical elements, including multimedia assets, to increase student interaction with the text, 4. develop a new series of digital assets designed to engage the modern student and provide assessment of learning outcomes.

### Resources:
- LearnSmart ISBN: 9781259198755
- SmartBook ISBN: 9781259198786
- SmartBook ISBN: 978-1-25-911261-4

**Human Biology**

### Human Biology, 13e
Sylvia Mader and Michael Windelspecht
Published: 1/11/2013
ISBN: 978-0-07-352548-8

Instructors consistently ask for a human biology textbook that helps students develop an understanding of the main themes

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**Biology: Majors**

### Principles of Biology, 1e
Robert Brooker, Peter Stiling, Linda Graham, and Eric Widmaier
Published: 1/10/2014
ISBN: 978-0-07-353227-1

*Principles of Biology* is reflective of the shift taking place in the majors biology course from large and detail rich to short and conceptual. A succinct and inviting text focused on central concepts, Principles of Biology helps students connect fundamental principles while challenging them to develop and hone critical thinking skills.

Based on recommendations from the AAAS Vision and Change Report, content has been streamlined to assist students in connecting broad themes and key ideas across biology. Beginning in Chapter 1, twelve principles of biology are introduced and revisited throughout the text to help students understand stay focused on core ideas. New BioConnections features and Check Your Understanding questions ask students to be self-aware learners, analyzing what they're learning and making connections. To help students understand the key theme in biology – evolution – new Evolutionary Connections features reveal the ways in which the theory of evolution connects and informs our studies. New Quantitative Reasoning skills boxes encourage students to focus on developing reasoning and critical thinking skills.

### Resources:
- LearnSmart ISBN: 9781259198755
- SmartBook ISBN: 9781259198786
- SmartBook ISBN: 978-1-25-911261-4
emphasize how the biological sciences are integrative, yet unique. This manual is an excellent choice for colleges and universities that want their students to experience the breadth of modern biology encouraged them to think for themselves.

An instructor’s manual, provides detailed advice based on the authors’ experience on how to prepare materials for each lab, teachings tips and lesson plans, and questions that can be used in quizzes and practical exams.

Resources:
Connect Biology ISBN: 978-0-07-744023-7
LearnSmart Access Card

Biology, 10e
Peter Raven, George Johnson, Kenneth Mason, Jonathan Losos, and Susan Singer
Published: 1/11/2013
ISBN: 978-0-07-338307-1

This edition continues the evolution of Raven & Johnson’s Biology. The author team is committed to continually improving the text, keeping the student and learning foremost. We have integrated new pedagogical features to expand the students’ learning process and enhance their experience in the ebook. This latest edition of the text maintains the clear, accessible, and engaging writing style of past editions with the solid framework of pedagogy that highlights an emphasis on evolution and scientific inquiry that have made this a leading textbook for students majoring in biology and have been enhanced in this landmark Tenth edition. This emphasis on the organizing power of evolution is combined with an integration of the importance of cellular, molecular biology and genomics to offer our readers a text that is student friendly and current.

Our author team is committed to producing the best possible text for both student and faculty. The lead author, Kenneth Mason, University of Iowa, has taught majors biology at three different major public universities for more than fifteen years. Jonathan Losos, Harvard University, is at the cutting edge of evolutionary biology research, and Susan Singer, Carleton College, has been involved in science education policy issues on a national level. All three authors bring varied instructional and content expertise to the tenth edition of Biology.

www.ravenbiology.com
Resources:
- SmartBook ISBN: 978-1-25-914200-0

Biology Laboratory Manual, 10e
Darrell Vodopich and Randy Moore
Published: 1/11/2013

The Biology Laboratory Manual by Vodopich and Moore was designed for an introductory biology course with a broad survey of basic laboratory techniques. The experiments and procedures are simple, safe, easy to perform, and especially appropriate for large classes. Few experiments require more than one class meeting to complete the procedure. Each exercise includes many photographs, traditional topics, and experiments that help students learn about life. Procedures within each exercise are numerous and discrete so that an exercise can be tailored to the needs of the students, the style of the instructor, and the facilities available.

www.mhhe.com/vodopich10e

Resources:
- Connect Biology ISBN: 978-0-07-768055-8

Biology Supplements

Photo Atlas for General Biology, 4e
Dennis Strete and Darrell Vodopich
Published: 3/14/14
ISBN: 978-0-07-802423-8

The Photo Atlas for General Biology is an excellent source of supplemental information for laboratory and lectures in biology, botany and zoology courses. The atlas provides insight into living organisms that abound all around us but we seldom have the opportunity to study on a gross or microscopic level. New and updated images have been incorporated into this latest edition.

LearnSmart maximizes learning productivity and efficiency by identifying the most important learning objectives for each student to master at a given point in time. It knows when students are likely to forget specific information and revisits that content to advance knowledge from their short-term to long-term memory. Data driven reports highlight the concepts individual students - or the entire class are struggling. LearnSmart is proven to improve academic performance – including higher retention rates and better grades.
LearnSmart Access Card
One Semester for Introduction to Biology, 1e
McGraw-Hill
Published: 3/28/2013
ISBN: 978-0-07-772489-4

LearnSmart Labs is a highly realistic simulated lab experience that allows students to practice the scientific method. Powered by LearnSmart’s proven adaptive technology, LearnSmart Labs allows students to “DO” and “THINK” like a scientist by formulating a hypothesis, developing an experimental strategy to test it, conducting simulated lab experiments to collect and analyze data, and even interact with a virtual coach. Data driven reports highlight the concepts individual students - or the entire class are struggling with.

LearnSmart Labs
Introduction to Biology Access Card, 1e
Published: 1/11/2013

LearnSmart Prep is a study resource that prepares students for college level work. Powered by LearnSmart’s proven adaptive technology, LearnSmart Prep identifies the concepts each student doesn’t know or fully understand and provides learning resources to teach essential concepts so he or she enters the classroom prepared. Data driven reports highlight the concepts individual students - or the entire class are struggling with.

LearnSmart Prep Access Card
ISBN: 0-07-773228-6

Learn more about all Biology print and digital offerings at www.successinbiology.com

SmartBook is the first and only adaptive reading experience. Powered by LearnSmart’s proven adaptive technology, SmartBook identifies and highlights the most important learning objectives for each student to master at a given point in time. It knows when students are likely to forget specific information and revisits that content to advance the knowledge from their short-term to long-term memory. Data driven reports highlight the concepts individual students - or the entire class are struggling with.

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Make your lectures available to your students 24/7 without changing anything about the way you teach! You speak 120 words per minute, while your students write only 20. This forces them to decide between listening or taking notes. With Tegrity Campus they no longer have to make that decision. Your students can engage in class discussion, listen more intently and retain more—resulting in improved course performance. A simple one-click start/stop process automatically captures audio, PowerPoint’s, all computer screens, videos and more. Students can access their instructors’ lectures anywhere. They can search the lectures using keywords; students can also use it to review a missed class, for an exam, or to complete their lecture notes. For more information, visit: tegritycampus.mhhe.com

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