



# Chemistry: An Industry-Based Introduction with CD-ROM

*John Kenkel, Paul B. Kelter, David S. Hage*

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What a great idea—an introductory chemistry text that connects students to the workplace of practicing chemists and chemical technicians! Tying chemistry fundamentals to the reality of industrial life,

**Chemistry: An Industry-Based Introduction with CD-ROM** covers all the basic principles of chemistry including formulas and names, chemical bonding, stoichiometry, solutions, and more. It includes scale-ups from the lab bench, examples of industrial significance, and interviews with actual workers in industry.

Each chapter provides side boxes and special homework assignments that connect the material to the industrial workplace and provide for related investigations outside the classroom. The innovative layout of topics incorporates organic chemistry early and addresses concepts requiring algebra and math beginning with the seventh chapter. There are dozens of chemistry texts available, but this is the only one that gives students a look at what really goes on in the chemist's world of work — and does it with ease!

**Chemistry: An Industry-Based Introduction with CD-ROM** also comes with an exciting, innovative and interactive **CD-ROM** that provides a **study guide** containing 40 review questions per chapter and animation, sound, and artwork to help the student visualize the concepts. It also sets up a **virtual workplace** in which the student is an employee of a fictional company and faces real-life scenarios and discovers their solutions. The entire package, with **CD-ROM**, side boxes, and practical assignments, provides an innovative approach that chemistry educators everywhere will want to use in their courses. These — combined with a clear readable writing style — represent an exciting new twist for introductory chemistry.

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