

Chemical Principles: The Quest for Insight

By Peter Atkins, Loretta Jones



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Written for calculus-inclusive general chemistry courses, Chemical Principles helps students develop chemical insight by showing the connections between fundamental chemical ideas and their applications. Unlike other texts, it begins with a detailed picture of the atom then builds toward chemistry's frontier, continually demonstrating how to solve problems, think about nature and matter, and visualize chemical concepts as working chemists do.

Flexibility in level is crucial, and is largely established through clearly labeling (separating in boxes) the calculus coverage in the text: Instructors have the option of whether to incorporate calculus in the coverage of topics.

The multimedia integration of *Chemical Principles* is more deeply established than any other text for this course. Through the unique eBook, the comprehensive Chemistry Portal, Living Graph icons that connect the text to the Web, and a complete set of animations, students can take full advantage of the wealth of resources available to them to help them learn and gain a deeper understanding.



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