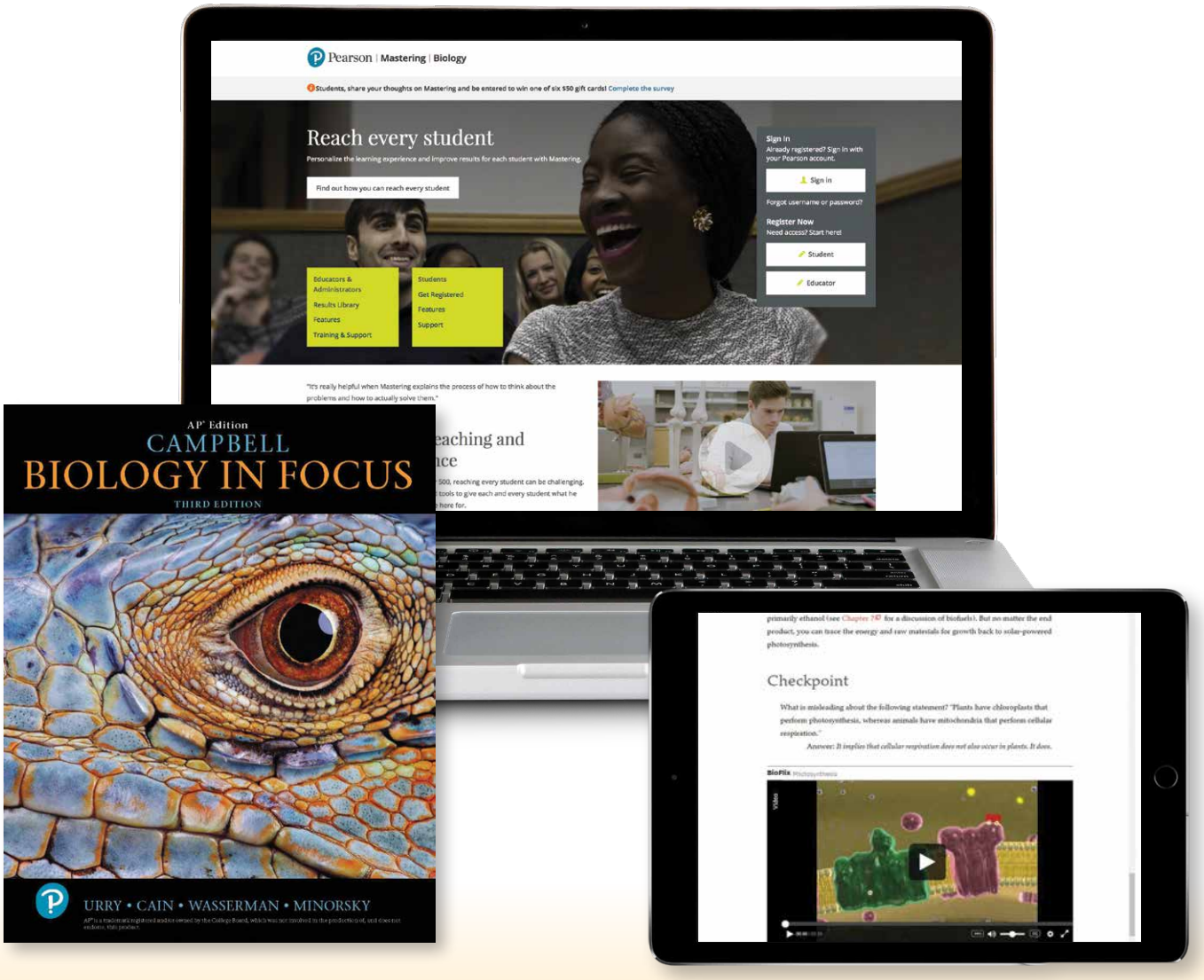
Pearson

Campbell BIOLOGY in Focus

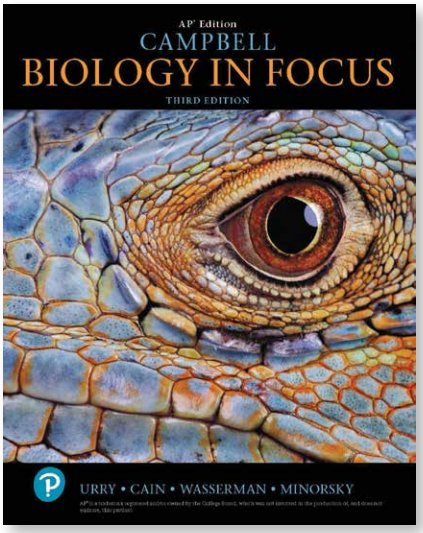
Published by Pearson

3rd Edition, AP® Edition © 2020 with Mastering® Biology from Pearson with Pearson eText, *Urry et al.*



Savvas Learning Company is the official distributor for Pearson in offering effective, hands-on content in AP, Honors, and Electives programs to K-12 schools and districts.

Focus. Practice. Engage.



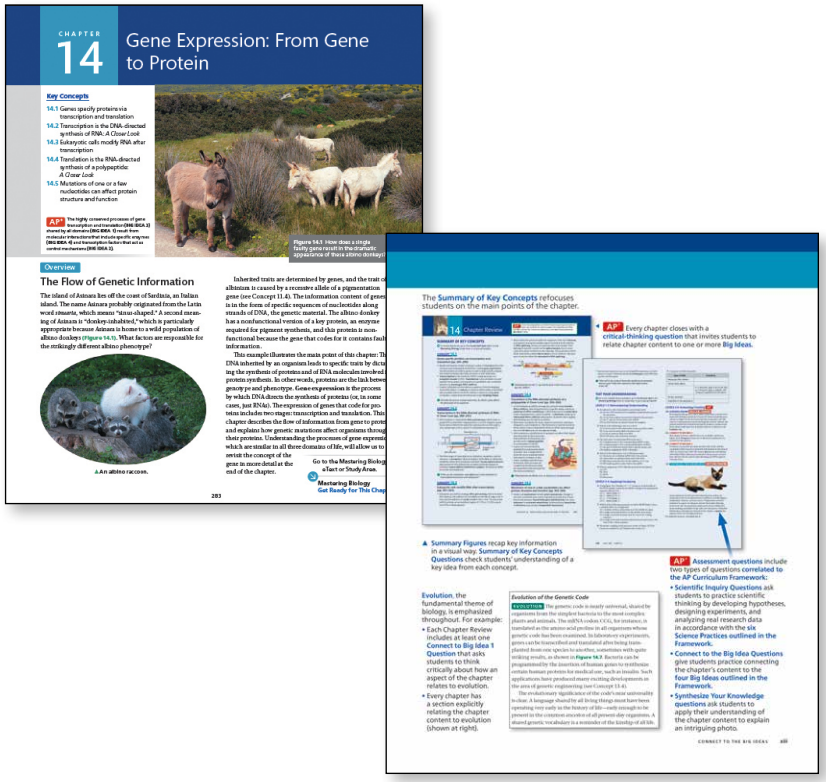
Maintaining the Campbell hallmark standards of accuracy, clarity, and pedagogical innovation, the 3rd Edition builds on this foundation to help students make connections across chapters, interpret real data, and synthesize their knowledge.

The new edition integrates new, key scientific findings throughout and offers more than 450 videos and animations in Mastering® Biology from Pearson that help students successfully engage with their studies and assessments.

This new 3rd edition will emphasize the essential content, concepts, and scientific skills needed for success in the AP® Biology course.

Connect to the Big Ideas

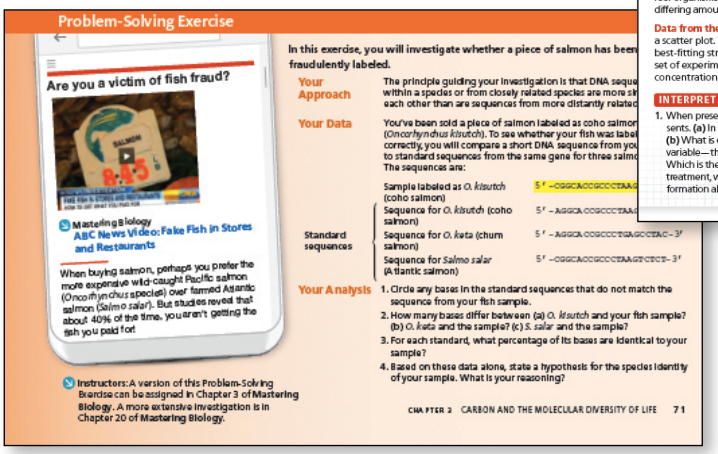
The list of **Key Concepts** introduces the main ideas covered in the chapter. An overview at the beginning of each chapter connects the chapter content to the AP Curriculum Framework's **Big Ideas**. Every chapter closes with a critical-thinking question that invites students to relate chapter content to one or more **Big Ideas**. Assessment questions include two types of questions correlated to the AP Curriculum Framework: **Scientific Inquiry Questions** ask students to practice scientific thinking by developing hypotheses, designing experiments, and analyzing real research data in accordance with the six **Science Practices outlined in the Framework**. **Connect to the Big Idea Questions** give students practice connecting the chapter's content to the **four Big Ideas outlined in the Framework**.

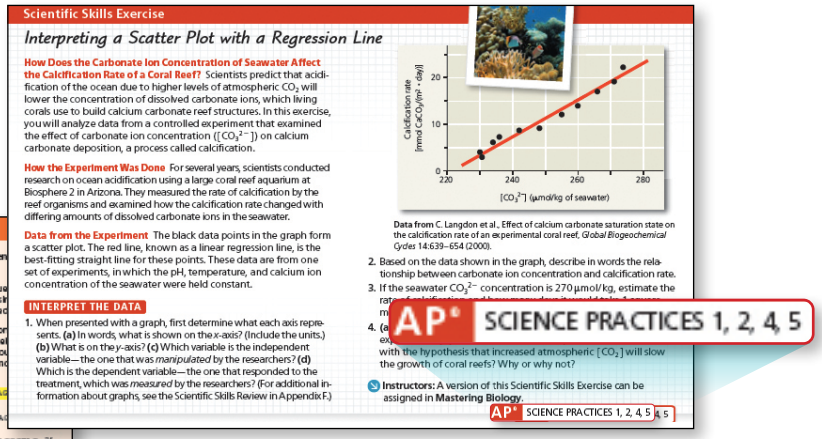


Practice Scientific Skills

Scientific Skills Exercises help students master the **Framework's Science Practices** by using real data to build key skills needed for biology, including data analysis, graphing, experimental design, and math skills.

NEW! Problem-Solving Exercises guide students in applying scientific skills and intepreting real data in the context of solving a real-world problem.





AP Biology Framework Science Practices are highlighted at point of use.

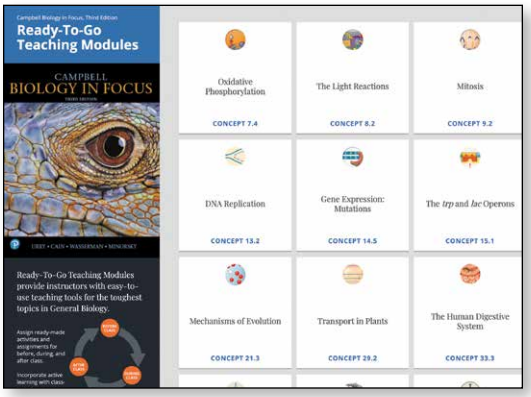
NEW! Scientific Skills Exercises and Problem-Solving Exercises are all **assignable** through Mastering Biology and are **automatically graded**.

New and Improved!

Pearson LabBench features thirteen online investigation tutorials that retain many of the elements of the original LabBench, assignable in *Mastering Biology*. Designed to prepare students for their lab work and reinforce key biological principles, these pre-labs are correlated to **AP® Biology Curriculum Framework Learning Objectives** and **Science Practices**.

Ready-to-Go Teaching Modules

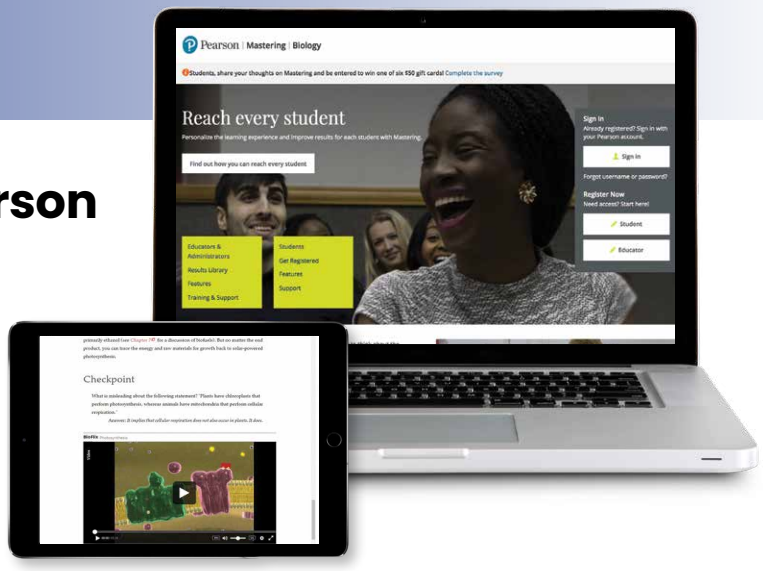
Ready-to-Go Teaching Modules help instructors efficiently make use of the best teaching tools before, during, and after class. These Modules incorporate the best that the text, *Mastering Biology*, and Learning Catalytics have to offer, along with new ideas for in-class activities. The modules can be accessed through the Instructor Resources area of Mastering Biology.



To learn more about this program including components and Mastering Biology with Pearson eText, visit **Savvas.com/Advanced**

Mastering® Biology from Pearson

Mastering® Biology is a next generation, one-source learning and assessment system. Built for, and directly tied to the text, *Mastering Biology* enables students to get hands-on with tools including the new and improved Pearson LabBench along with other tools to practice, learn, and apply biology outside of the classroom.



The **Pearson eText** gives students access to the text whenever and wherever they can access the Internet. The eText can be viewed on PCs, Macs, and tablets, including iPad® and Android®.

TRY IT TODAY!

Teachers, register for preview access today at **Savvas.com/Access_Request**. Select Science, Initial Access, and complete the form under Option 2. Teacher preview code will be delivered via email.

Campbell Biology in Focus 3rd Edition, AP® Edition ©2020 Program Components	ISBN
AP® Student Edition (HS Binding) with Modified Mastering Biology with Pearson eText (up to 6-years)	9780135214763
AP Student Edition (HS Binding) with Modified Mastering Biology with Pearson eText (up to 6-years) with Test Prep Workbook	9780136811206
Test Prep Workbook for AP® Biology, New Edition 7e	9780136486930
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