

BRIEF CALCULUS An Applied Approach

SIXTH EDITION

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We have included examples and exercises that use real-life data as well as technology output from a variety of software. This would not have been possible without the help of many people and organizations. Our wholehearted thanks goes to all for their time and effort.

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Printed in the United States of America

Library of Congress Catalog Number: 2001097876

ISBN 0-618-21870-X

23456789-DOW-05 04 03 02

BRIEF CALCULUS

An Applied Approsich

SIXTH EDITION

A Word from the Authors

Welcome to *Brief Calculus: An Applied Approach*, Sixth Edition. In this revision, we have focused on making the text even more student-oriented. To encourage mastery and understanding, we have outlined a straightforward program of study with continual reinforcement and applicability to the real world.

New to the Sixth Edition:

Try It Appearing after every example, these new problems help students reinforce concepts right after they are presented. For example, see Example 7 on page 6.

Section Objectives This list appears at the beginning of each section, enabling students to identify and focus on the key points of the section. For example, see page 82.

Business Applications More business applications appear throughout the text to give a more complete coverage of calculus as used in economic and financial fields. For example, see Exercises 39 and 41 on page 271.

Chapter Openers Each chapter now begins with a list of key concepts that students will examine in the chapter. To help students see the wide applicability of the material, each chapter opener lists sample applications that appear throughout the chapter. For example, see page 171.

Technology Notes Several new sidebars on technology have been added, especially those that illustrate spreadsheet use. For example, see page 508.

Take Another Look Appearing just before each section exercise set, this feature asks students to look back at one or more concepts presented in the section, using questions designed to enhance understanding of key ideas. For example, see page 206.

eSolutions The text now comes with a CD entitled *Calculus: An Applied Approach Learning Tools Student CD-ROM*. This CD contains algebra review material as well as additional assistance with the calculus and algebra used in examples throughout the text. To help remind students of this review option, an icon appears next to those examples for which further help is available on the CD. For example, see page 126.

At the request of several users, Section 4.1 from the Fifth Edition has been divided into two sections in the Sixth Edition. See Section 4.1, Exponential Functions (page 258), and Section 4.2, Natural Exponential Functions (page 264).

Continuing Strong Pedagogy from the Fifth Edition:

A Strategies for Success feature is included with each chapter opener. In addition to outlining the key objectives of the chapter, this checklist provides page references for the various study tools in the chapter and notes additional available resources. The Chapter Summary and Study Strategies feature at the end of each chapter reinforces the Strategies for Success with a comprehensive list of skills covered in the chapter, section references, and a correlation to the Review Exercises for guided practice.

It is crucial for a student to understand an algebraic concept before attempting to master a related calculus concept. To help students in this area, **Algebra Tips** appear at point of use throughout the text. Many Algebra Tips correspond to the two-page **Algebra Review** at the end of each chapter, which emphasizes key algebraic concepts discussed in the chapter.

Throughout the text, **Study Tips** address special cases, expand on concepts, and help students avoid common errors. **Side Comments** help explain the steps of a solution. State-of-the-art graphics help students with visualization, especially when working with functions of several variables. **Topics in Calculus Videotapes** provide comprehensive coverage and explanation of core concepts.

Each chapter presents many opportunities for students to assess their progress, both at the end of each section (Warm-Ups and Section Exercises), and at the end of each chapter (Chapter Summary, Study Strategies, and Review Exercises). The test items in Sample Post-Graduation Exam Questions have been carefully crafted to build understanding as students progress through the course.

As always, we have paid careful attention to presentation, using precise mathematical language, innovative full-color design for emphasis and clarity, and a level of exposition that appeals to students to create an effective teaching and learning tool.

Application to the Changing World Around Us

Students studying calculus need to understand how the subject matter relates to the real world. In this edition, we have focused on increasing the variety of applications, especially in the life sciences, economics, and finance. All real-data applications have been revised to use the most current information available, and new ones have been added to increase exercise diversity. Exercises containing material from textbooks in other disciplines have been included to show the relevance of calculus in other areas. In addition, exercises involving the use of spreadsheets have been incorporated throughout. An **Additional Problems** supplement is also available to professors who would like a wider choice of exercises.

Advances in technology are helping to change the world around us. We have updated and increased technology coverage to be even more readily available at point of use. Students are encouraged to use a graphing utility, computer program, or spreadsheet software as a tool for exploration, discovery, and problemsolving.

Reference tables in the appendices have been revised to be more relevant to the real world, and graphing utility programs have been updated for use with the most common models on the market.

We hope you will enjoy the Sixth Edition. A readable text with a straightforward approach, it provides effective study tools and direct application to the lives and futures of calculus students.

Ron Larson

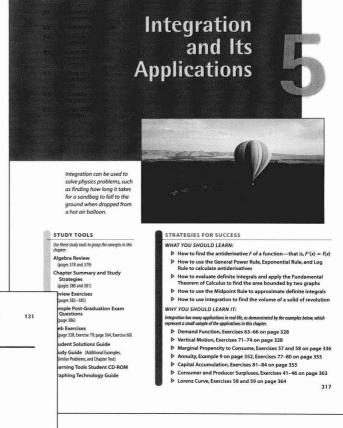
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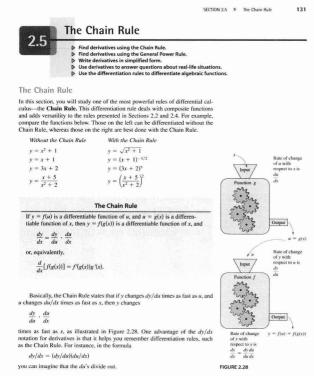
Bruce H Edwards

Features

Chapter Openers

Each chapter opens with *Strategies for Success*, a checklist that outlines what students should learn and lists several applications of those objectives. Also included are a list of study tools (with page references to help students achieve the key objectives) and additional resources that are available. Each chapter opener also contains a list of the section topics and a photo referring students to an interesting application in the section exercises.





Section Objectives

Each section begins with a list of objectives covered in that section. This outline helps instructors with class planning and students in studying the material in the section.

Definitions and Theorems

All definitions and theorems are highlighted for emphasis and easy reference.

Examples

To increase the usefulness of the text as a study tool, the Sixth Edition presents a wide variety of examples, each titled for easy reference. Many of these detailed examples display solutions that are presented graphically, analytically, and/or numerically to provide further insight into mathematical concepts. Side comments clarify the steps of the solution as necessary. Examples using real-life data are identified with a globe icon and are accompanied by the types of illustrations that students are used to seeing in newspapers and magazines.

Try Its

Example 1

Example 2

Example 5

Example 8

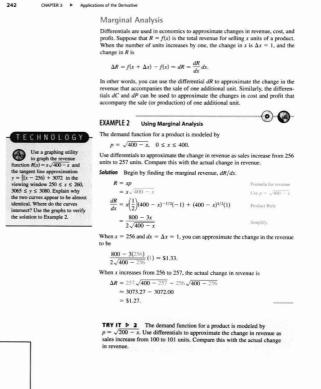
 $(3x - 2x^2)(4) + (5 + 4x)(3 - 4x)$

 $\frac{(2-3x)(4x-4)-(2x^2-4x+3)(-3)}{(2-3x)^2}$

(5x-4)[(1-2x)(3)+(3x+2)(-2)]-(1-2x)(3x+2)(5)

 $(x^{-1}+1)(1)+(x-1)(-x^{-2})$

Appearing after every example, these new problems help students reinforce concepts right after they are presented.





f'(x) After Simplifying

 $15 + 4x - 24x^2$ $\frac{x^2+1}{x^2}$

 $-6x^2 + 8x + 1$

 $\frac{-30x^2+48x-6}{(5x-4)^2}$

Learning Tools Student CD-ROM

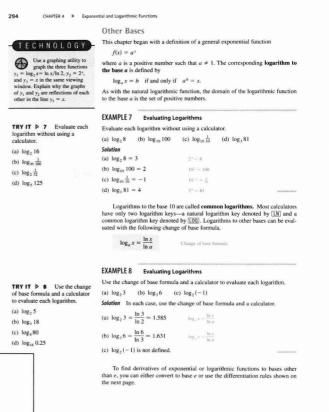
Additional assistance with the calculus and algebra used in examples throughout the book is available on the CD accompanying this text.

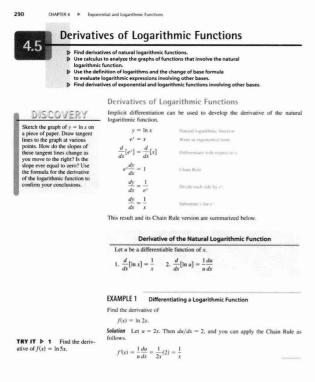


The () icon identifies each of these examples.

Technology

Students are encouraged to use a graphing utility, computer algebra system, or spreadsheet software as a tool for exploration, discovery, and problemsolving. The text offers many opportunities to execute computations and programs, to visualize theoretical concepts, to discover alternative approaches, and to verify the results of other solution methods using technology. However, students are not required to have access to a graphing utility to use this text effectively. In addition to describing the benefits of using technology, the text also pays special attention to its possible misuse or misinterpretation.





Discovery

Before students are exposed to selected topics, *Discovery* projects allow them to explore concepts on their own, making them more likely to remember the results. These optional boxed features can be omitted, if the instructor desires, with no loss of continuity in the coverage of material.

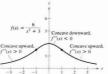
Algebra Tips

Algebra Tips identified by the (xy) symbol offer students algebraic support at point of use. Many Algebra Tips are related to the Algebra Review at the end of the chapter, which provides additional details of examples with solutions and explanations.

Study Tips

Throughout the text, Study Tips help students avoid common errors, address special cases, and expand on theoretical concepts.

SECTION 3.3 Concavity and the Second-Derivative Test (0) EXAMPLE 2 Determining Concavity Determine the intervals on which the graph of the function is concave upward or For help on the algebra in Example 2, see Example 1a in the Chapter 3 $f(x) = \frac{6}{x^2 + 3}$ Algebra Review, on page 248. Solution Begin by finding the second derivative of f. $f(x) = 6(x^2 + 3)^{-1}$ $f'(x) = (-6)(2x)(x^2 + 3)^{-2}$ $=\frac{-12x}{(x^2+3)^2}$ $f''(x) = \frac{(x^2+3)^2(-12) - (-12x)(2)(2x)(x^2+3)}{(x^2+3)^4}$ $=\frac{-12(x^2+3)+(48x^2)}{(x^2+3)^3}$ From this, you can see that f''(x) is defined for all real numbers and f''(x) = 0when $x = \pm 1$. So, you can test the concavity of f by testing the intervals $(-\infty, -1), (-1, 1)$, and $(1, \infty)$, as shown in the table. The graph of f is shown in Figure 3.23. STUDY TIP $-\infty < x < -1$ -1 < x < 1 $1 < x < \infty$ In Example 2, f' is increasing on the interval $(1, \infty)$ even Test value x = 2Sign of f''(x) | f''(-2) > 0f''(0) < 0f''(2) > 0though f is decreasing there. Be sure you see that the increasing Conclusion Concave upward Concave downward Concave upward or decreasing of f' does not necessarily correspond to the increasing or decreasing of f.



TRY IT > 2 Determine the intervals on which the graph of the function is concave upward

$$f(x) = \frac{24}{x^2 + 12}$$

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Level Curves and Contour Maps

A **contour map** of a surface is created by *projecting* traces, taken in evenly spaced planes that are parallel to the xy-plane, onto the xy-plane. Each projection is a **level curve** of the surface.

Contour maps are used to create weather maps, topographical maps, and population density maps. For instance, Figure 7.19(a) shows a graph of "mountain and valley" surface given by z = f(x, y). Each of the level curves in Figure 7.19(b) represents the intersection of the surface z = f(x, y) with a plane z = c, where $c = 828, 830, \dots, 854$.





(a) Surface

(b) Contour Map

EXAMPLE 3 Reading a Contour Map





FIGURE 7.20

The "contour map" in Figure 7.20 was computer generated using data collected by satellite instrumentation. The map uses color to represent levels of chlorine nitrate in the atmosphere. Chlorine nitrate contributes to the ozone depletion in the Earth's atmosphere. The red areas represent the highest level of chlorine nitrate and the dark blue areas represent the lowest level. Describe the areas that have the highest levels of chlorine nitrate. (Source: Lockhord Missiles and Space

Solution The highest levels of chlorine nitrate are in the Antarctic Ocean, sur-The larginest texts of confine intrate is not itself harmful to ozone, it has a tendency to convert to chlorine monoxide, which is harmful to ozone. Once the chlorine nitrate is converted to chlorine monoxide, it no longer shows on the contour map. So, Antarctica itself shows little chlorine nitrate-the nitrate has been converted to monoxide. If you have seen maps showing the "ozone hole" in Earth's atmosphere, you know that the hole occurs over Antarctica.

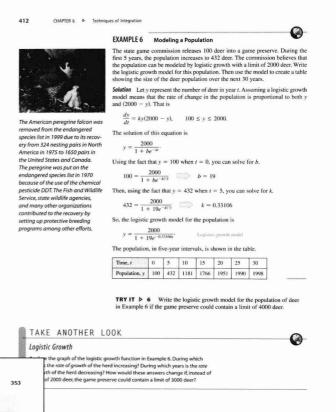
TRY IT > 3 When the level curves of a contour map are close together, is the surface of the contour map steep or nearly level? When the level curves of a contour map are far apart, is the surface of the contour map steep

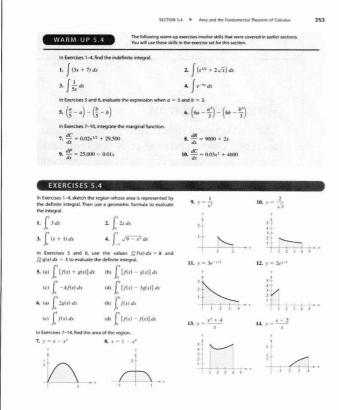
Graphics

The Sixth Edition has more than 1900 figures. Computer generated for accuracy, clarity, and realism, these illustrations help students visualize mathematical concepts more easily.

Take Another Look

Starting with Chapter 1, each section in the text closes with a *Take Another Look* problem asking students to look back at one or more concepts presented in the section, using questions designed to enhance understanding of key ideas. These problems can be completed as group projects in class or as homework assignments. Because these problems encourage students to think, reason, and write about calculus, they emphasize the synthesis or the further exploration of the concepts presented in the section.





Warm-Up Exercises

Starting with Chapter 1, each text section has a set of ten *Warm-Up* exercises. The *Warm-Ups* enable students to review and practice the previously learned skills necessary to master the new skills presented in the section. Answers to *Warm-Ups* appear in the back of the text.

Exercises

The text now contains almost 6000 exercises. Each exercise set is graded, progressing from skill-development problems to more challenging problems, to build confidence, skill, and understanding. The wide variety of types of exercises include many technology-oriented, real, and engaging problems. Answers to all odd-numbered exercises are included in the back of the text. To help instructors make homework assignments, many of the exercises in the text are labeled to indicate the area of application.

Graphing Utilities

Many exercises in the text can be solved using technology; however, the symbol identifies all exercises for which students are specifically instructed to use a graphing utility or a computer algebra system.

Textbook Exercises

The Sixth Edition includes a number of exercises that contain material from textbooks in other disciplines, such as biology, chemistry, economics, finance, geology, physics, and psychology. These applications make the point to students that they will need to use calculus in future courses outside of the math curriculum. These exercises are identified by the icon and are labeled to indicate the subject area.

on which the function is increasing or decreasing. Sketch the graph of the function. 9. f(x) = 2x - 310. f(x) = 5 - 3x11. $g(x) = -(x-1)^2$ 12. $g(x) = (x + 2)^2$ 13. $y = x^2 - 5x$ 14. $y = -x^2 + 2x$ 16. $y = (x - 2)^3$ 18. $f(x) = \sqrt{4-x^2}$ 17. $f(x) = -(x+1)^3$

In Exercises 19–28, find the critical numbers and the open inter-vals on which the function is increasing or decreasing. Then use a graphing utility to graph the function

20. $f(x) = x^2 + 8x + 10$ 19. $f(x) = -2x^2 + 4x + 3$ 21. $y = 3x^3 + 12x^2 + 15x$ 22. $y = x^3 - 3x + 2$ 23. $f(x) = x\sqrt{x+1}$ **24.** $h(x) = x \sqrt[3]{x-1}$ **25.** $f(x) = x^4 - 2x^3$ **26.** $f(x) = \frac{1}{4}x^4 - 2x^2$ 28. $f(x) = \frac{x^2}{x^2 + 4}$ 27. $f(x) = \frac{x}{x^2 + 4}$

In Exercises 29–34, find the critical numbers and the open intervals on which the function is increasing or decreasing. (Hint: Check for discontinuities.) Sketch the graph of the function.

29.
$$f(x) = \frac{2x}{16 - x}$$

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30.
$$f(x) = \frac{x}{x+1}$$

31. $y = \begin{cases} 4 - x^2, & x \le 0 \\ -2x, & x > 0 \end{cases}$

32.
$$y = \begin{cases} 2x + 1, & x \le -1 \\ x^2 - 2, & x > -1 \end{cases}$$

33. $y = \begin{cases} 3x + 1, & x \le 1 \\ 5 - x^2, & x > 1 \end{cases}$

34. $y = \begin{cases} -x^3 + 1, & x \le 0 \\ -x^2 + 2x, & x > 0 \end{cases}$ 35. Cost The ordering and transportation cost C (in hundreds of dollars) for an automobile dealership is

$$C = 10\left(\frac{1}{x} + \frac{x}{x+3}\right), \qquad 1 \le x$$

where x is the number of automobiles ordered. (a) Find the intervals on which C is increasing or decreas-

(b) Use a graphing utility to graph the cost function.

(e) Use the trace feature to determine the order sizes for ch the cost is \$900. Assuming that the revenue ction is increasing for x ≥ 0, which order size ild you use? Explain your reasoning.

In Exercises 9-18, find the critical numbers and the open intervals 36. Chemistry: Molecular Velocity Plots of the relative Chemistry: Molecular velocity Prots of the relative numbers of N_c (intropen) molecules that have a given velocity at each of the three temperatures (in degrees Kelvin) are shown in the figure. Identify the differences in the average velocities (indicated by the peaks of the curves) for the three temperatures, and describe the intervals on which the velocity is increasing and decreasing for each of

the three temperatures.



function gives the height s (in feet) of a ball, where the time t is measured in seconds. Find the time interval on which the ball is rising and the interval on which it is falling

37.
$$s = 96t - 16t^2$$
, $0 \le t \le 6$
38. $s = -16t^2 + 64t$, $0 \le t \le 4$

dentistry in the United States from 1980 to 1998 can be modeled by

$$y = -0.00071t^4 + 0.0296t^3 - 0.365t^2 + 0.79t + 22.5,$$

$$0 \le t \le 18$$

where v is the number of students enrolled in thou and t is the time in years, with t = 0 corresponding to 1980.

(a) Use a graphing utility to graph the model. Then graphically estimate the years during which the model is increasing and the years during which it is decreasing. (b) Use the test for increasing and decreasing functions to verify the result of part (a).

40. Profit The profit P made by a cinema from selling x bags of popcorn can be modeled by

$$P = 2.36x - \frac{x^2}{25,000} - 3500, \quad 0 \le x \le 50,000.$$

(a) Find the intervals on which P is increasing and decreas-(b) If you owned the cinema, what price would you charge to obtain a maximum profit for popcorn? Explai

41. Least-Cost Rule The production function for a com-

 $f(x, y) = 100x^{0.25}y^{0.75}$

where x is the number of units of labor and v is the number where x is the number of units of labor and y is the number of units of capital. Suppose that labor costs \$48 per unit, capital costs \$36 per unit, and management sets a produc-tion goal of 20,000 units.

(a) Find the numbers of units of labor and capital needed o meet the production goal while minimizing the cost. (b) Show that the conditions of part (a) are met when

Marginal productivity of labor
Marginal productivity of capital = unit price of labor unit price of capita This proportion is called the Least-Cost Rule (or Equimarginal Rule).

42. Least-Cost Rule Repeat Exercise 41 for the production

 $f(x, y) = 100x^{0.6}y^{0.4}$

43. Production The production function for a company is $f(x, y) = 100x^{0.25}y^{0.75}$

here x is the number of units of labor and y is the number of units of capital. Suppose that labor costs \$48 per unit and capital costs \$36 per unit. The total cost of labor and capital is limited to \$100,000.

(a) Find the maximum production level for this manufac-

(b) Find the marginal productivity of money.

(c) Use the marginal productivity of money to find th maximum number of units that can be produced if \$125,000 is available for labor and capital.

44. Production Repeat Exercise 43 for the production

 $f(x, y) = 100x^{0.06}y^{0.04}$

45. Biology A microbiologist must prepare a culture medium in which to grow a certain type of bacteria. The percent of salt contained in this medium is

S = 12xyz

where x, y, and z are the nutrient solutions to be mixed in the medium. For the bacteria to grow, the medium must be 13% salt. Nutrient solutions x, y, and z cost \$1. \$2, and \$3 per liter, respectively. How much of each nutrient solution should be used to minimize the cost of the culture medium?

46. Biology Repeat Exercise 45 for a salt-content model of $S = 0.01x^2y^2z^2$

rectangular corrals. Fencing for the perimeter costs \$10 per foot. To separate the corrals, a fence that costs \$4 per foo will divide the region. The total area of the two corrals is to be 6000 square feet.

SECTION 7.6 Lagrange Multipliers

(a) Use Lagrange multipliers to find the dimensions that will minimize the cost of the fencing.

(b) What is the minimum cost?



- 49. Investment Strategy An investor is considering different stocks in which to invest \$300,000. The arannual dividends for the stocks are Bassett Furniture (B) 4.0%

Philip Morris Co. (P) 3.5% Safeco Corp. (S)

The amount invested in Philip Morris Co. must follow the

 $3000(B) - 3000(S) + P^2 = 0$ How much should be invested in each stock to yield a maximum of dividends?

Investment Strategy An investor is considering three different stocks in which to invest \$20,000. The average annual dividends for the stocks are

General Motors (G) Eastman Kodak (E) Kelly Services, Inc. (K) 2.5%

The amount invested in Eastman Kodak must follow the equation

How much should be invested in each stock to yield a max imum of dividends?

51. Research Project Use your school's library, the In or some other reference source to write a paper about two different types of available investment options. Find exam-ples of each type and find the data about their dividends for the past 10 years. What are the similarities and differences between the two types?

Variety of Problems

The text offers a rich variety of problems to accommodate a wide range of teaching and learning styles, including computational, conceptual, interpretational, matching (graphs to functions). true/false, essay, multipart, exploratory, and applied problems. A variety of relevant application problems from a wide range of disciplines many of which use real data - clearly demonstrate the real-world usage of the mathematics. Problems are often labeled to indicate the subject of the application (as in Break-Even Analysis and Lung Transplants) or to identify a special type of question (as in True or False and Writing) for easy reference.

Spreadsheets

Students are encouraged to try using spreadsheet software to solve exercises that carry the icon.

CHAPTER 7 ▶ Functions of Several Variables 546

60. Marginal Revenue At a baseball stadium, souvenir caps are sold at two locations. If x₁ and x₂ are the numbers of baseball caps sold at location 1 and location 2, respectively, then the total revenue for the caps is

$$R = 15x_1 + 16x_2 - \frac{1}{10}x_1^2 - \frac{1}{10}x_2^2 - \frac{1}{100}x_1x_2$$
.
Given that $x_1 = 50$ and $x_2 = 40$, find the marginal revenue at location 1 and at location 2.

61. Medical Science The surface area A of an average human body in square centimeters can be approximated by the model

$$A(w, h) = 101.4w^{0.425}h^{0.725}$$

where w is the weight in pounds and h is the height in

- (a) Determine the partial derivatives of A with respect to w and with respect to h.
- (b) Evaluate dA/dw at (180, 70). Explain your result,
- 62. Medicine In order to treat a certain bacterial infection, a combination of two drugs is being tested. Studies have shown that the duration of the infection in laboratory tests can be modeled by

 $D(x, y) = x^2 + 2y^2 - 18x - 24y + 2xy + 120$ $D(x,y) = x^2 + 2y^2 - 18x - 24y + 2xy + ...$ where x is the dose in hundreds of milligrams of the first drug and y is the dose in hundreds of milligrams of the second drug. Evaluate D(5, 2.5) and D(7.5, 8) and interpret D(5, 2.5) and D(7.5, 8) and interpret

In Exercises 63-70, find any critical points and relative extrema of

- **63.** $f(x, y) = x^2 + 2xy + y^2$ **64.** $f(x, y) = x^3 - 3xy + y^2$
- **65.** $f(x, y) = x^2 + 6xy + 3y^2 + 6x + 8$
- **66.** $f(x, y) = x + y^2 e^x$
- **67.** $f(x, y) = x^3 + y^2 xy$
- **68.** $f(x, y) = y^2 + xy + 3y 2x + 5$
- **69.** $f(x, y) = x^3 + y^3 3x 3y + 2$
- **70.** $f(x, y) = y^2 x^2$

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71. Revenue A company manufactures and sells ucts. The demand functions for the products are

$$p_1 = 100 - x_1$$
 and

 $p_2 = 200 - 0.5x_2$

If the total revenue functions for x_1 and x_2 . dx_1 and x_2 such that the revenue is maximized. at is the maximum revenue?

- 72. **Profit** A company manufactures a product at two locations. The costs of manufacturing x_1 units at plant 1 and x_2 units at plant 2 are
 - $C_1 = 0.03x_1^2 + 4x_1 + 300$ and $C_2 = 0.05x_2^2 + 7x_2 + 175$

respectively. If the product sells for \$10 per unit, find x_1 and x_2 such that the profit, $P = 10(x_1 + x_2) - C_1 - C_2$, is

In Exercises 73-78, locate any extrema of the function by using Lagrange multipliers.

- 73. $f(x, y) = x^2y$
- Constraint: x + 2y = 2
- 74. $f(x, y) = x^2 + y^2$
- **75.** f(x, y, z) = xyz
- Constraint: x + 2y + z 4 = 076. f(x, y, z) = xz + yz
- Constraint: x + y + z = 6
- 77. $f(x, y, z) = x^2 + y^2 + z^2$
- Constraints: x + z = 6, y + z = 8

- 79. Maximize f(x, y, z) = xyConstraints: $x^2 + y^2 = 16$, x - 2z = 0
- **80.** Minimize $f(x, y, z) = x^2 + y^2 + z^2$
- Constraints: x 2z = 4, x + y = 8
- 81. Maximum Production Level The production function that the total amount available for labor x and capital y is \$2000 and that units of labor and capital cost \$20 and \$4 respectively. Find the maximum production level for this manufacturer.
- 82. Minimum Cost A manufacturer has an order for 1500 Minimum Cost A manufacturer has an order for 1500 units that can be produced at two locations. Let x₁ and x₂ be the numbers of units produced at the two locations. Find the number that should be produced at each location to meet the order and minimize cost if the cost function is

$$C = 0.20x_1^2 + 10x_1 + 0.15x_2^2 + 12x_2$$

In Exercises 83 and 84.(a) use the method of least squares to find the least squares regression line and (b) calculate the sum of the

- **83.** (-2, -3), (-1, -1), (1, 2), (3, 2)
- **84.** (-3, -1), (-2, -1), (0, 0), (1, 1), (2, 1)

SECTION 3.5 P Business and Economics Applications 36. Minimum Cost The ordering and transportation cost C



where C is measured in thousands of dollars and x is the order size in hundreds. Find the order size that m the cost. (Hint: Use the root feature of a graphing utility.)

of the components used in manufacturing a certain product

37. Revenue The demand for a car wash is

$$x = 600 - 50p$$

where the current price is \$5.00. Can revenue be increased by lowering the price and thus attracting more customers? Use price elasticity of demand to determine your answer.

- 38. Revenue Repeat Exercise 37 with a demand function of x = 800 - 40p.
- **39. Demand** A demand function is modeled by $x = a/p^m$, where a is a constant and m > 1. Show that $\eta = -m$. In other words, show that a 1% increase in price results in an m% decrease in the quantity demanded.
- 40. Revenue The revenue R (in billions of dollars per year) for Sara Lee Corporation for the years 1991-2000 can be modeled by

$$R = \frac{11 - 0.86t}{1 - 0.15t + 0.007t^2}$$

where t = 1 corresponds to 1991, (Source Same Lee

- (a) During which year, between 1991 and 2000, was Sara Lee's revenue the least?
- (b) During which year was the revenue the greatest?
- (c) Find the revenue for each year in parts (a) and (b). (d) Use a graphing utility to graph the revenue function.

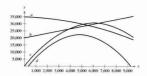
 Then use the zoom and trace features to confirm the results in parts (a), (b), and (c).
- 41. Revenue The revenue R (in billions of dollars per year) for Johnson & Johnson for the years 1991–2000 can be modeled by

modeled by
$$R = -0.014t^3 + 0.30t^2 + 0.1t + 12$$
 where $t = 1$ corresponds to 1991. (Source: Infinstant &

- (a) During which year, between 1991 and 2000, was Johnson & Johnson's revenue increasing most rapidly.
- (b) During which year was the revenue increasing at the slowest rate? (c) Find the rate of increase or decrease for each year in
- (d) Use a graphing utility to graph the revenue function.

 Then use the zoom and trace features to confirm the results in parts (a), (b), and (c).

42. Match each graph with the function it best represents— a demand function, a revenue function, a cost function, or a profit function. Explain your reasoning. (The graphs are labeled a-d.)



BUSINESS CAPSULE



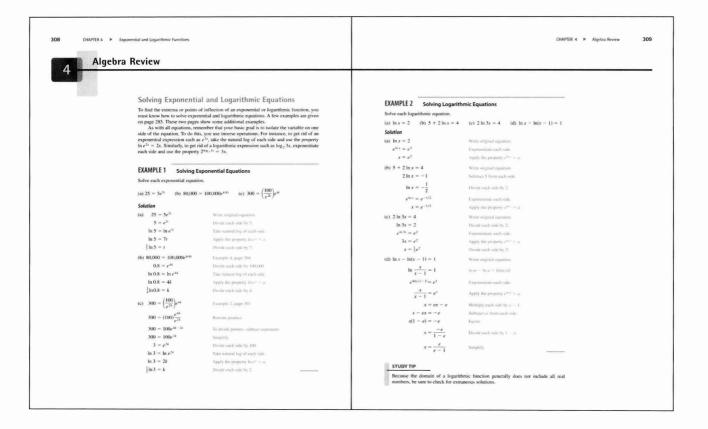
- While graduate students in 1992, Liz Elting and Phil Shawe co-founded TransPerfect Translations. They used a rented computer and a \$5000 credit card cash advance to market their service-oriented translation firm, now one of the largest in the country. They have a fulltime staff of 135 language professionals and, in 1999, they had a revenue of over \$12 million.
- 43. Research Project Choose an innovative product like the one described above. Use your school's library, the listenet, or some other reference source to research the history of the product or service. Collect data about the revenue that the product or service has generated, and find a mathematical model of the data. Summarize your findings.

Business Capsules

Business Capsules appear at the ends of numerous sections. These capsules and their accompanying exercises deal with business situations that are related to the mathematical concepts covered in the chapter.

Algebra Review

At the end of each chapter, the Algebra Review illustrates the key algebraic concepts used in the chapter. Often, rudimentary steps are provided in detail for selected examples from the chapter. This review offers additional support to those students who have trouble following examples as a result of poor algebra skills.



CHAPTER 3 ▶ Chapter Summary and Study Strategies

251

Chapter Summary and Study Strategies

The Chapter Summary reviews the skills covered in the chapter and correlates each skill to the Review Exercises that test those skills. Following each Chapter Summary is a short list of Study Strategies for addressing topics or situations specific to the chapter.

CHAPTER 3 P Applications of the Derivative 250

Chapter Summary and Study Strategies

After studying this chapter, you should have acquired the following skills. The exercise num are keyed to the Review Exercises that begin on page 252. Answers to old-numbered Revie Exercises are given in the back of the text.*

•	Find the criti	cal numbers	of a function.	(Section 3.1)
	4		cere on a . o	W 11 1 0

Review Exercises 1-4

- Find the open intervals on which a function is increasing or decreasing. (Section 3.1) Decreasing if f'(x) < 0
 - Review Exercises 5-8
- Find intervals on which a real-life model is increasing or decreasing, and interpret the results in context. (Section 3.1)

 Use the First-Derivative Test to find the relative extrema of a function. (Section 3.2)
 - Review Exercises 11-20

- Find the absolute extrema of a continuous function on a closed interval. (Section 3.2)
 Find minimum and maximum values of a real-life model and interpret the results in context. (Section 3.2)
 - Review Exercises 31, 32
- Find the open intervals on which the graph of a function is concave upward or concave downward. (Section 3.3)
- Review Exercises 33-36

- Concave upward if f''(x) > 0Concave downward if f''(x) < 0
- Find the points of inflection of the graph of a function. (Section 3.3)
 - Review Exercises 41-44
- Use the Second-Derivative Test to find the relative extrema of a function.
- Find the point of diminishing returns of an input-output model. (Section 3.3)
- Review Exercises 47-53 96
- Solve real-life optimization problems. (Section 3.4)
- Review Exercises 54–58, 99
- Solve business and economics optimization problems. (Section 3.5) ■ Find the price elasticity of demand for a demand function. (Section 3.5) Find the vertical and horizontal asymptotes of a function and sketch its graph. (Section 3.6)
- Review Exercises 59-62 Review Exercises 63–68 Review Exercises 69-76

Review Exercises 79-86 Review Exercises 87–90

Review Exercises 91-94

- Find infinite limits and limits at infinity. (Section 3.6)
- Use asymptotes to answer questions about real life. (Section 3.6)
- Analyze the graph of a function. (Section 3.7)
- Use differentials to approximate changes in a function. (Section 3.8)
- Use differentials to approximate changes in real-life models. (Section 3.8)
- Use a wide range of valuable unity aids to bely you muster the material in this chapter. The Stade-Stations Guide includes suply styre symbiation with add semimended exercises to help you review and prepare. The Calculate As Applied Approach Learning Tools Stations CD-ROM and The Algebras of Calculate help you breath you no your adgatest addits. The Graphing Feed-inducing Guide offers step-by-step commands and instructions for a wide variety of graphing calculators, includ-ing the most recent models.

Solve Problems Graphically, Analytically, and Numerically When analyzing the graph of a function, use a variety of problem-solving strategies. For instance, if you were asked to analyze the graph of

 $f(x) = x^3 - 4x^2 + 5x - 4$

you could begin graphically. That is, you could use a graphing utility to find a viewing window that appears to show the important characteristics of the graph. From the graph shown below, the function appears to have one relative minimum, one relative maximum.



Next, you could use calculus to analyze the graph. Because the derivative of f is

Fig. 1) and could use case was so arrange, use graphs. Because the derivative of f is $f(x) = 3x^2 - 8x + 5 = (3x - 5)(x - 1)$ the critical numbers of f are $x = \frac{\pi}{3}$ and x = 1. By the First-Derivative Test, you can conclude that $x = \frac{\pi}{3}$ yields a relative minimum and x = 1 yields a relative maximum. Because

graph numerically, For instance, you could construct a table of values and observe f is increasing on the interval $(-\infty,1)$, decreasing on the interval $(1,\frac{\infty}{2})$, and increa on the interval $(\frac{1}{2},\infty)$. you can conclude that $x = \frac{4}{3}$ yields a point of inflection. Finally, you could analyze th

- Problem-Solving Strategies If you get stuck when trying to solve an optimiza problem, consider the strategies that follow.
 - Draw a Diagram. If feasible, draw a diagram that represents the problem. Label all known values and unknown values on the diagram.
 - Solve a Simpler Problem. Simplify the problem, or write several simple examples o
 the problem. For instance, if you are asked to find the dimensions that will produce a
 maximum area, try calculating the areas of several examples.
 - 3. Rewrite the Problem in Your Own Words. Rewriting a problem can help you understand it better.
 - Guess and Check. Try guessing the answer, then check your guess in the statement of the original problem. By refining your guesses, you may be able to think of a general strategy for solving the problem.

Review Exercises

The Review Exercises offer students opportunities for additional practice as they complete each chapter. Answers to all odd-numbered Review Exercises appear at the end of the text.

Chapter Review Exercises

1.
$$\int dt$$
 2. $\int (x^2 + 2x - 1) dx$ 3. $\int (x + 5)^3 dx$ 4. $\int \frac{2}{(x - 1)^2} dx$ 5. $\int e^{inx} dx$ 6. $\int 3xe^{-x^2} dx$

8.
$$\int \frac{e^{-x}}{5x} dx$$

8. $\int \frac{2x^3 - x}{x^4 - x^2 + 1} dx$

9. $\int x\sqrt{x^2 + 4} dx$

10. $\int \frac{1}{\sqrt{2x - 9}} dx$

11. $\int \frac{2e^3}{3 + e^4} dx$

12. $\int (x^2 - 1)e^{x-3x} dx$

In Exercises 13-20, use substitution to find the indefinite integral.

In Exercises 13–20, use substitution to find the indefinite into 13.
$$\int x(x-2)^3 dx$$
 14.
$$\int x(1-x)^2 dx$$
 15.
$$\int x\sqrt{x+1} dx$$
 16.
$$\int x^2 \sqrt{x+1} dx$$
 17.
$$\int 2x\sqrt{x-3} dx$$
 18.
$$\int \frac{\sqrt{x}}{1+\sqrt{x}} dx$$
 19.
$$\int (x+1)\sqrt{1-x} dx$$
 20.
$$\int \frac{x}{x-1} dx$$

In Exercises 21–24, use substitution to evaluate the definite integral. Use a symbolic integration utility to verify your answer.

integral. Use a symbolic integration utility to verify your ans 21.
$$\int_2^5 x \sqrt{x-2} \ dx$$
 22. $\int_2^5 x^2 \sqrt{x-2} \ dx$ 23. $\int_1^5 x^2 (x-1)^5 \ dx$

25. Probability The probability of recall in an experiment is

24. $\int_{0}^{0} x(x+3)^{4} dx$

 $\leq x \leq b$ = $\int_{-16}^{b} \frac{105}{16} x^2 \sqrt{1-x} \, dx$ represents the percent of recall (see figure).

- (a) Find the probability that a randomly chosen individ will recall 80% of the material.
- (b) What is the median percent recall? That is, for what value of b is it true that $P(0 \le x \le b) = 0.5$?

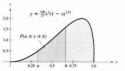


26. Probability The probability of locating between a and b percent of oil and gas deposits in a region is

$$P(a \le x \le b) = \int_a^b \frac{140}{27} x^2 (1-x)^{1/3} dx$$

(a) Find the probability that between 40% and 60% of the deposits will be found.

(b) Find the probability that between 0% and 50% of the deposits will be found.



 Profit The net profit P for Zale Corporation in millions of dollars per year from 1994 through 2000 can be modeled by $P = 13.7 + 0.420t^2 \ln t$, $4 \le t \le 10$

where t is the time in years, with t = 4 corresponding to (a) Find the average net profit for the years 1994 through

(b) Find the total net profit for the years 1994 through 2000.

CHAPTER 1 Functions, Graphs, and Limits 80

Sample Post-Graduation Exam Questions

The following questions represent the types of questions that appear on certified public accommont (CPA) exams. Graduate Management Admission Tests (GMAT), Graduate Records Exams (GRE), actuarial exams, and College-Level Academic Skills Tests (CLAST). The answers to the questions are given in the back of the back.

In Questions 1-5, use the data given in the graphs. (Source: U.S. Bureau of Lab

1. The total labor force in 1998 was about y million with y equal to

(b) 114 (c) 129 (e) 154 (a) 100 (d) 142 2. In 1985, the percent of women in the labor force who were married was about (b) 32 (c) 45

3. What was the first year when more than 60 million women were in the labor force?

(a) 1986 (b) 1990 (c) 1994 (d) 1996 (e) 1998 4. Between 1988 and 1998, the number of women in the labor force (a) increased by about 16% (b) increased by about 25% (c) increased by about 50% (d) increased by about 100% (e) increased by about 125%

5. Which of the statements about the labor force can be inferred from the graphs? Between 1984 and 1998, there were no years when more than 15 million widowed, divorced, or separated women were in the labor force.

II. In every year between 1984 and 1998, the number of married women in the labor

III. In every year between 1984 and 1998, women made up at least $\frac{3}{5}$ of the total labor

(c) I and II only (a) I only (b) II only (d) II and III only (e) I. II. and III

6. What is the length of the line segment connecting (1, 3) and (-1, 5)?

(a) $\sqrt{3}$ (b) 2 (c) $2\sqrt{2}$ (d) 4 (e) 8 (e) 8

7. The interest charged on a loan is p dollars per \$1000 for the first month and q dollars per \$1000 for each month after the first month. How much interest will be charged during the first 3 months on a loan of \$10,000?

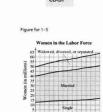
(b) 30q (a) 30p (d) 20p + 10q(e) 10p + 20q

8. If x + y > 5 and x - y > 3, which of the following describes the x solutions? (a) x > 3 (b) x > 4 (c) x > 5 (d) x < 5 (e) x < 3

9. In the figure at the left, in order for line A to be parallel to line B, the coordinates of C must be (5, y) with y equal to which of the following? (a) -4 (b) $-\frac{4}{3}$ (c) 0 (d) $\frac{1}{3}$ (e) 5

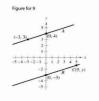
Post-Graduation Exam Questions

To emphasize the relevance of calculus, every chapter concludes with sample questions representative of the types of questions on certified public accountant (CPA) exams, Graduate Management Admission Tests® (GMAT®), Graduate Record Examinations® (GRE®), actuarial exams, and College-Level Academic Skills Tests (CLAST). The answers to all Post-Graduation Exam Questions are given in the back of the text.



GMAT Actuarial







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- · Examples with step-by-step solutions
- Extensive graphics screen output
- Technology tips

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