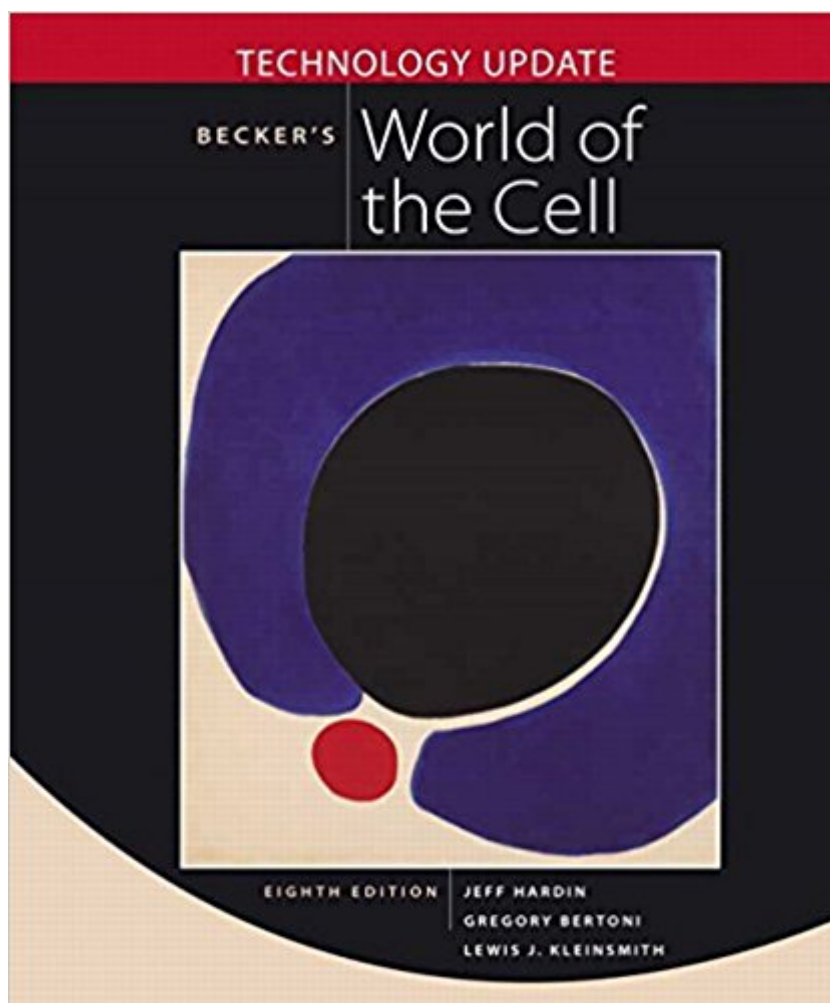


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# Becker's World Of The Cell Technology Update (8th Edition)



## Synopsis

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MasteringBiology should only be purchased when required by an instructor. -- For courses in cell biology. Widely praised for its strong biochemistry coverage, Becker's World of the Cell, Eighth Edition, provides a clear, up-to-date introduction to cell biology concepts, processes, and applications. Informed by many years of teaching the introductory cell biology course, the authors have added new emphasis on modern genetic/genomic/proteomic approaches to cell biology while using clear language to ensure that students comprehend the material.

Becker's World of the Cell provides accessible and authoritative descriptions of all major principles, as well as unique scientific insights into visualization and applications of cell biology.

Media icons within the text and figures call attention to an enhanced media selection of up-to-date animations, videos, and activities that helps students visualize concepts.

The Becker World of the Cell 8e Technology Update brings the power of MasteringBiology to Cell Biology for the first time. MasteringBiology is an online homework, tutorial and assessment system that delivers self-paced tutorials that provide individualized coaching, focus on your course objectives, and are responsive to each student's progress. The Mastering system helps instructors maximize class time with customizable, easy-to-assign, and automatically graded assessments that motivate students to learn outside of class and arrive prepared for lecture.

## Book Information

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## Customer Reviews

Jeff Hardin is Professor and Chair of the Zoology Department at the University of Wisconsin-Madison. His research interests center on how cells migrate and adhere to one another to change the shape of animal embryos. Dr. Hardin's teaching is enhanced by his extensive use of digital microscopy and his Web-based teaching materials, which are used on many campuses in the United States and other countries. As part of his interest in teaching biology, Dr. Hardin was a founding member of the University of Wisconsin Teaching Academy. He is currently faculty director of the Biology Core Curriculum, a four-semester honors biology sequence for undergraduates. His teaching awards include a Lily Teaching Fellowship and a National Science Foundation Young Investigator Award. He is also on the editorial board of *CBE: Life Sciences Education*, and is curator of WormClassroom, a digital initiative that promotes the use of *C. elegans* in college classrooms and laboratories.

Gregory Bertoni has been active in teaching, research, and scientific writing for over 25 years. He earned a Ph.D. in Cellular and Molecular Biology from the University of Wisconsin-Madison, where his teaching experiences included introductory and graduate-level biochemistry, sophomore cell biology, and plant physiology. He also helped to develop a new course entitled "Ways of Knowing" designed to introduce entering freshmen to the learning process itself. His published research includes studies in bacterial pathogenesis, plant-microbe interactions, and plant gene expression. Dr. Bertoni is a science editor for *The Plant Cell*, a leading research journal in plant cell and molecular biology. His duties include communicating with authors around the world to ensure that published papers are accurate and accessible to both general and expert readers worldwide. He has also been teaching biology and medical microbiology at Columbus State Community College in Columbus, Ohio for most of the past 10 years. In addition, Dr. Bertoni is a freelance scientific writer who has contributed to text- and web-based projects in biology, physics, and microbiology and currently assists authors in preparing manuscripts for publication.

Lewis J. Kleinsmith is an Arthur F. Thurnau Professor Emeritus of Molecular, Cellular, and Developmental Biology at the University of Michigan, where he has served on the faculty since receiving his Ph.D. from Rockefeller University in 1968. His teaching experiences have involved courses in introductory biology, cell biology, and cancer biology, and his research interests have included studies of growth control in cancer cells, the role of protein phosphorylation in eukaryotic gene regulation, and the control of gene expression during development. Among his numerous publications, he is the author of *Principles of Cancer Biology* as

well as several award-winning educational software programs. His honors include a Guggenheim Fellowship, the Henry Russell Award, a Michigan Distinguished Service Award, citations for outstanding teaching from the Michigan Students Association, an NIH Plain Language Award, and a Best Curriculum Innovation Award from the EDUCOM Higher Education Software Awards Competition

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