

Connect Plus Sociology 1 Semester Access Card for SOC Updated 2012

Jon Witt



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McGraw-Hill conducted extensive market research with students from across the nation to gain insight into their studying and buying behavior. Students told us they wanted more portable texts with innovative visual appeal and content that is designed according to the way they learn. We also surveyed instructors, and they told us they wanted a way to engage their students without compromising on high quality content.

SOC, updated annually, offers instructors scholarly content and unmatched currency in a succinct magazine format that engages students. New to the 2011 edition is the inclusion of an adaptive learning system and interactivities to help students master key concepts. SOC consistently encourages students to foster their sociological imagination to see the world through a different lens.

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