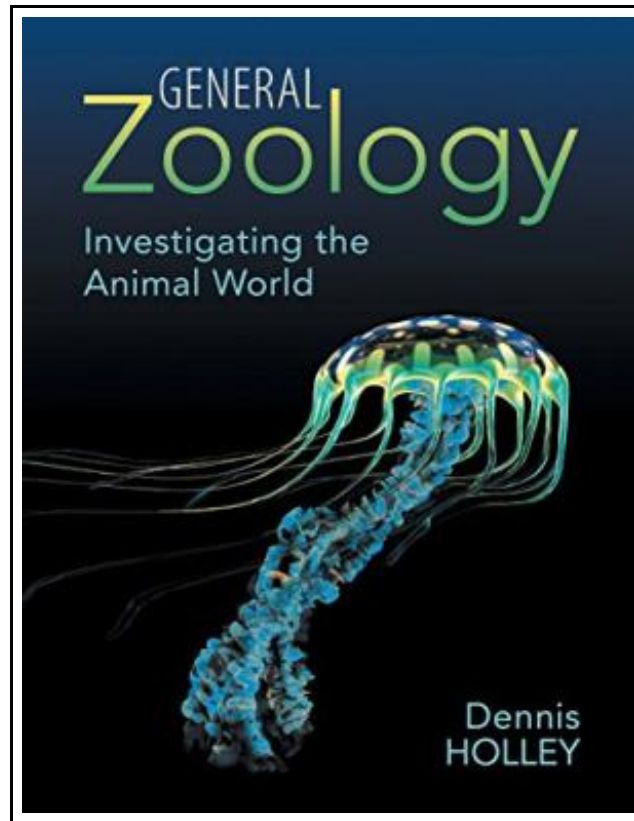


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Dog Ear Publishing, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.General Zoology: Investigating the Animal World is an introductory level college biology textbook that provides students with an accessible and engaging look at the fundamentals of zoology. Written for a one-term, undergraduate course of mixed majors and non-majors, this reader-friendly text is concept driven vs. terminology driven. That is, the text is based on the underlying concepts and principles of zoology rather than strict memorization of terminology. Written in a student-centered, conversational style, this educational research-based textbook uniquely connects students and our society to animals from various perspectives-economic, ecologic, medical, and cultural, exploring how the animal world and human realm are intimately intertwined. End-of-chapter questions challenge students to think critically and creatively while incorporating science process skills and zoological principles. About Dennis Holley I am a biologist to the core, always have been, and always will be. My interest in all things living is broad and generic. If it s a living creature-plant, animal, or microbe-I find it fascinating. How did I get this way? Understanding parents and a nurturing habitat are to blame. I eagerly devoured every biology course I could take in college, and while I flirted for a time with the idea of becoming a marine biologist, I eventually became an educator. For nearly forty years, high schools and universities have actually paid me for doing what I love-teaching biology, and writing all sorts of science curriculum materials from lab manuals to textbooks. As a teacher and writer, it is my responsibility not only to inform but also infuse students and readers with a sense of wonder and awe for all the amazing realms of life found on Earth.



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