

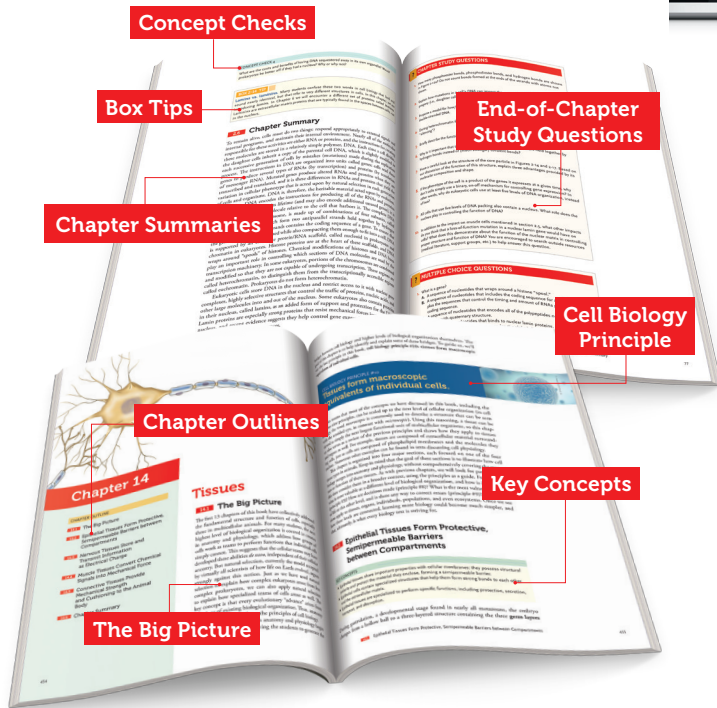
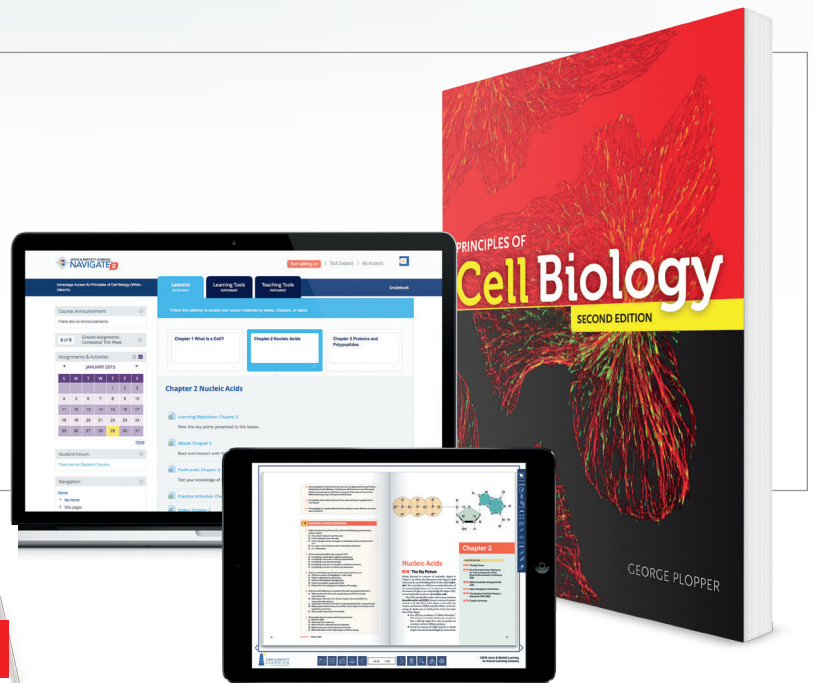
# Why You Should Adopt

## Principles of Cell Biology

SECOND EDITION

Includes Navigate 2 Advantage Access

- ✔ **Option 1:** Paperback with Navigate 2 Advantage Access  
ISBN-13: 978-1-284-04760-8 • 566 pages • © 2016
- ✔ **Option 2:** Navigate 2 Advantage Access Only  
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50% off the list price of the printed textbook



### The Student Experience

Cell biology simplified to 10 principles, with clearly defined concepts and helpful learning tools. *Principles of Cell Biology* is the **EASY** choice!

### Teaching & Learning Cell Biology Just Got Easier With Navigate 2 Advantage Access

- ★ **Learn:** A Complete eBook with Interactive Tools and Animations that Bring Cellular Biology Phenomena to Life!
- ★ **Practice:** A Virtual Study Center with Robust Practice Activities & Flashcards
- ★ **Assess:** A Homework & Testing Assessment Center with Pre-Populated Quizzes and Examinations (Available to Adopting Instructors with Course ID)
- ★ **Analyze:** A Dashboard that Reports Actionable Data (Available to Adopting Instructors with Course ID)

## Course Materials

### Learning Tools

- Interactive eBook
- Animations
- Learning Objectives
- Lecture Outlines
- Lecture Slides in PowerPoint format
- Practice Activities & Assessments
- Flashcards
- Weblinks

### Teaching Tools (available with Course ID)

- Learning Objectives
- Lecture Outlines
- Lecture Slides in PowerPoint Format
- Pre-Populated Quizzes and Examinations with Automatic Grading
- Over 60 Additional Essay Questions
- Image Bank
- Discussion Questions
- Dashboard with actionable data
- Hassle-free Gradebook
- Course Management Tools

## eBook Resources

Chapter	Title	Knowledge Check Questions (ungraded)	eBook Quiz Questions (graded)	# of Animations	# of Web Links
1	What Is a Cell?	6	10	0	13
2	Nucleic Acids	8	10	0	8
3	Proteins and Polypeptides	7	10	0	6
4	Phospholipids and Membrane Structure	2	10	0	6
5	The Cytoskeleton and Cellular Architecture	4	10	0	10
6	The Extracellular Matrix and Cell Junctions	4	10	0	3
7	The Nucleus and DNA Replication	5	10	1	23
8	Protein Synthesis and Sorting	6	10	2	16
9	The Endomembrane System and Membrane Trafficking	7	10	1	10
10	Cellular Metabolism and Energy Storage	12	10	1	24
11	Signal Transduction and Cellular Communication	8	10	3	10
12	Control of Gene Expression	5	10	0	11
13	The Birth and Death of Cells	4	10	0	13
14	Tissues	6	10	2	12

## Technical Support Services

- Call toll free: 1-800-832-0034, Option #5
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