

PRINCIPLES OF

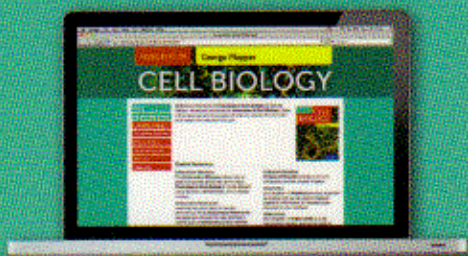
CELL BIOLOGY

George Plopper

SUPPLEMENTS

The **Companion Website**, free with every new copy of the text, includes numerous study aids and learning tools to help students get the most out of their course.

<http://go.jblearning.com/CellBio>



Instructor Resources include PowerPoint Lectures, PowerPoint Image Bank, and Test Bank.

Written for the undergraduate cell biology course, *Principles of Cell Biology* provides students with an accessible approach to the fundamental concepts of cell biology. With a concept-based method, the text focuses on the underlying principles that illustrate both how cells function and how we study them. It identifies 10 specific principles of cell biology and devotes a separate chapter to illustrate each. The result is a shift away from the traditional focus on technical details and toward a more integrative view of cellular activity that is flexible and can be tailored to suit students with a broad range of backgrounds. An informal, narrative writing style makes even the most complex concepts accessible to students new to the scientific field. With a wealth of student and instructor ancillary items to round out the course, *Principles of Cell Biology* is the clear choice for your students.

KEY FEATURES

- Ten principle-based chapters build on the foundation laid out in the first four chapters of the text, with heavy emphasis on linking concepts across multiple chapters.
- New vocabulary terms are introduced gradually, after the concepts have been established, thereby de-emphasizing memorization of names.
- Marginal boxes throughout each chapter include studying tips, clarifications of apparent contradictions, explanations of naming schemes, FAQ, and more.
- *Concept Check* questions at the end of each section assess comprehension, with answers provided at the end of the chapter.



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