



Every one of your students has the potential to make a difference. And realizing that potential starts right here, in your course.

When students succeed in your course—when they stay on-task and make the breakthrough that turns confusion into confidence—they are empowered to build the skill and confidence they need to succeed. We know your goal is to create a positively charged learning environment where students reach their full potential to become active engaged learners. *WileyPLUS* can help you reach that goal.

WileyPLUS is a suite of resources—including the complete, online text—that will help your students:

- come to class better prepared for your lectures
- get immediate feedback and context-sensitive help on assignments and quizzes
- track their progress throughout the course

www.wileyplus.com

88% of students surveyed said it improved their understanding of the material.*



TO THE INSTRUCTOR

WileyPLUS is built around the activities you perform

Prepare & Present

Create outstanding class presentations using a wealth of resources, such as PowerPoint™ slides, image galleries, interactive learningware, and more. Plus you can easily upload any materials you have created into your course, and combine them with the resources WileyPLUS provides.

The screenshot shows the WileyPLUS instructor interface. The main content area displays a PowerPoint slide titled "The Arrhenius definition of acids". The slide contains the following text:

- An **acid** is a substance that **ionizes** in a reaction with water to form the **hydronium ion**, H_3O^+
- Strong acids** are 100% ionized when dissolved, whereas **weak acids** are far less efficiently ionized

Below the text is a diagram illustrating the ionization of HCl in water. On the left, a green sphere (H) and a red sphere (Cl) are labeled "HCl". An arrow points to the right, where a green sphere (H) and a red sphere (O) are labeled "H₂O". A second arrow points to the right, where a green sphere (H) and a red sphere (Cl) are labeled "Cl⁻", and a third arrow points to the right, where a green sphere (H) and a red sphere (O) are labeled "H₃O⁺".

The interface also shows a sidebar with "Find Resources" and "Find Assignments" sections, and a table of resources at the bottom.

The screenshot shows the WileyPLUS instructor interface for a CATALYST assignment. The main content area displays a question titled "ACID BASE REACTIONS T02/S07". The question shows a chemical reaction diagram with three beakers. The first beaker contains a blue liquid with red and white spheres. The second beaker contains a blue liquid with brown and white spheres. The third beaker contains a blue liquid with red, white, and brown spheres. Below the diagram are the following instructions:

Excluding states, enter the formula and charge (if any) of all the species present in the products. Separate by comma.

The answer field contains the text: $\text{Cs}^+, \text{Br}^-, \text{H}_2\text{O}$

The interface also shows a sidebar with "Find Assignments" and "Assignment Name" sections.

catalyst **CATALYST**
 With the 5th edition of Brady/Senese, we are introducing an innovative on-line learning program called CATALYST. The CATALYST assignments ask students to consider the key concepts and topics at hand from different perspectives; with different givens and desired responses required each time a new question is presented.

Create Assignments

Automate the assigning and grading of homework or quizzes by using the provided question banks. Student results will be automatically graded and recorded in your gradebook. WileyPLUS also links

homework problems to relevant sections of the online text, hints, or solutions—context-sensitive help where students need it most!

* Based upon 7,000 survey responses from student users of WileyPLUS in academic year 2006-2007.

in your class each day. With WileyPLUS you can:

Track Student Progress

Keep track of your students' progress via an instructor's gradebook, which allows you to analyze individual and overall class results. This gives you an accurate and realistic assessment of your students' progress and level of understanding.

Now Available with WebCT and eCollege!

Now you can seamlessly integrate all of the rich content and resources available with WileyPLUS with the power and convenience of your WebCT or eCollege course. You and your students get the best of both worlds with single sign-on, an integrated gradebook, list of assignments and roster, and more. If your campus is using another course management system, contact your local Wiley Representative.



The screenshot shows the Edugen eGrade Plus interface. At the top, there are navigation tabs: Home, Course Admin, Class Section Info, Prepare & Present, Read, Study & Practice, Assignment, and Gradebook. Below the tabs is a 'Gradebook' section with a search bar for 'Find Student(s)' and a 'Summary by Class Section' dropdown. A table displays student progress with columns for Student Name, Class Section Name, Total Score (Graded), and Total Progress (Ungraded). The table lists 10 students, all with 0/79 scores and 0% progress. At the bottom, there are buttons for 'Printer version' and 'Export Grades'.

Student Name	Class Section Name	Total Score (Graded)	Total Progress (Ungraded)
1. Abrams, Jonathan	Jonathan Abrams Class	0 / 20	0%
2. BAILEY, Scott	Scott Charles eGrade Plus class	0 / 79	0%
3. BALLMENT, Brendan	Scott Charles eGrade Plus class	0 / 79	0%
4. Bartleson, Anita	Great Plains District eGrade Plus Course	0 / 41	0%
5. BICHENO, Naomi	Scott Charles eGrade Plus class	0 / 79	0%
6. BLAIKLOCK, Matthew	Scott Charles eGrade Plus class	0 / 79	0%
7. BROADHURST, Glenn	Scott Charles eGrade Plus class	0 / 79	0%
8. CAMPBELL, Amelia	Scott Charles eGrade Plus class	0 / 79	0%
9. CASS, David	Scott Charles eGrade Plus class	0 / 79	0%
10. CHOU, Jessica	Scott Charles eGrade Plus class	0 / 79	0%

"I studied more for this class than I would have without WileyPLUS."

Melissa Lawler, *Western Washington Univ.*

For more information on what WileyPLUS can do to help your students reach their potential, please visit

www.wileyplus.com/experience

84% of students would recommend WileyPLUS to their next instructors *

TO THE STUDENT

You have the potential to make a difference!

WileyPLUS is a powerful online system packed with features to help you make the most of your learning potential, and get the best grade you can!

With **WileyPLUS** you get:

A complete online version of your text and other study resources

Study more effectively and get instant feedback when you practice on your own. Resources like self-assessment quizzes, interactive learningware, video clips, chem FAQs, skill building tutorials, and office hours videos bring the subject to life, and help you master the material.

Problem-solving help, instant grading, and feedback on your homework and quizzes

You can keep all of your assigned work in one location, making it easy for you to stay on task. Plus, many homework problems contain direct links to the relevant portion of your text to help you deal with problem-solving obstacles at the moment they come up.

The screenshot shows a web browser window titled "WileyPLUS - Microsoft Internet Explorer". The address bar shows "http://edugen.wiley.com/edugen/player/index.uni". The page content includes a navigation menu on the left with options like "Reading content", "Office Hours Video", "ChemFAQ", "Skill Building Tutor", "Interactive Learnin", "Video Demonstrati", and "Additional Resource". The main content area displays "Additional Exercise 4.122" with the instruction: "Complete the following and write molecule, ionic, and net ionic equations. State whether a net reaction occurs." Below this, a handwritten solution for part (d) is shown:
$$\text{KOH} + \text{SnCl}_2 \rightarrow \text{Sn(OH)}_2 + \text{KCl}$$
$$2\text{KOH} + \text{SnCl}_2 \rightarrow \text{Sn(OH)}_2(\text{s}) + 2\text{KCl}$$
$$2\text{K}^+(\text{aq}) + 2\text{OH}^-(\text{aq}) + \text{Sn}^{2+}(\text{aq}) + 2\text{Cl}^-(\text{aq}) \rightarrow \text{Sn(OH)}_2(\text{s}) + 2\text{K}^+(\text{aq}) + 2\text{Cl}^-(\text{aq})$$
$$\text{Sn}^{2+}(\text{aq}) + 2\text{OH}^-(\text{aq}) \rightarrow$$

The ability to track your progress and grades throughout the term.

A personal gradebook allows you to monitor your results from past assignments at any time. You'll always know exactly where you stand.

If your instructor uses WileyPLUS, you will receive a URL for your class. If not, your instructor can get more information about WileyPLUS by visiting www.wileyplus.com

"It has been a great help, and I believe it has helped me to achieve a better grade."

Michael Morris, Columbia Basin College

74% of students surveyed said it helped them get a better grade.*

WILEY
PLUS

5th EDITION

CHEMISTRY

MATTER AND ITS CHANGES

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