

2014-2015

CORD

# LEARNING IN CONTEXT

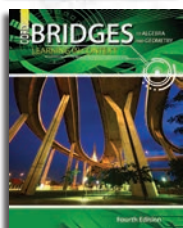
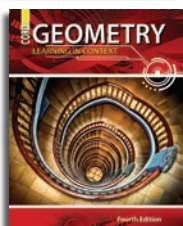
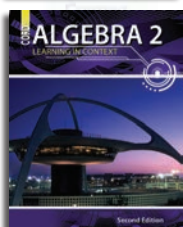
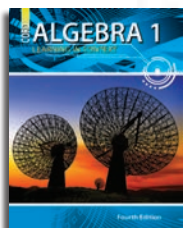
## CURRICULUM CATALOG

- Affordable Online Materials
- Real-World Relevance
- Common Core Compliant
- Math & Science Curricula
- Ideal for STEM!

TEACH THE WAY STUDENTS LEARN BEST!



# COMMON CORE BEFORE THERE WAS COMMON CORE!



## NEW! Common Core *Online* Editions

The national Common Core mission statement says, “The standards are designed to be robust and relevant to the real world, reflecting the knowledge and skills that our young people need for success in college and careers.”

***CORD has proudly been applying this logic for over 30 years!***

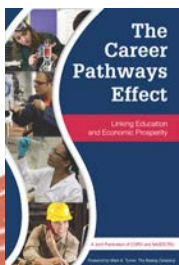
**CORD Learning in Context** math curricula have been adapted to meet the new Common Core State Standards. These new editions of the textbooks are now available. Current CORD mathematics users can even access the new supplements online—FREE!

Check out our website at [www.cordcommunications.com](http://www.cordcommunications.com) for details.



## A “must-read” for Career Pathways leaders

Jointly published by CORD and NASDCTEc, *The Career Pathways Effect* will meet a need for evidence-based support for concepts and principles associated with Career Clusters, Career Pathways and Programs of Study and provide more uniform implementation across the nation.



## Science Meets Real Life! ABC Technologies Series Complete

The exciting series of science lab supplements is complete with the addition of *Microbiology* and *Genetics & Biotechnology* modules. Now expanded to 8 engaging, fun, and real-world based modules, the *ABC Technologies* lab modules help bring science to life.



## The Perfect Learning Tools for STEM Academies

New Science, Technology, Engineering and Mathematics (STEM) Academies are serving as effective learning environments across the country. CORD’s entire line of contextual curricula are a PERFECT fit for STEM Academies. With real-world problem solving, applications, activities and labs, students are given the opportunity to experience the material in a more meaningful way. Learning by doing!

# Contents

## Contextual Mathematics

Algebra I, 4th Edition (all-digital)	2
Algebra 2, 2nd Edition (all-digital)	3
Geometry, 4th Edition (all-digital)	4
Bridges to Algebra and Geometry, 4th Edition (all-digital)	5
3rd Edition Mathematics (hard cover, with digital option; CCSS compliant)	6–7
Math That Works!	8–9
Applied Mathematics	10–11

## Contextual Science

ABC Technologies	12–13
Physics in Context	14–15
Principles of Technology	16–17
Applications in Biology/Chemistry DVDs	17

## Career Pathways Resources

The Career Pathways Effect	18
Adult Career Pathways	19
Career Pathways and Related Resources	19

## Sales Contact Info

(inside back cover)

# Teach mathematics and science the way your students learn best – in context.

**Teachers who want to reach** the different learning styles of all their students need strategies, techniques, and instructional materials that support this approach. CORD materials incorporate the “REACT” strategies for contextual teaching and learning:

- R Relating**  
The concept to be learned is linked with something the student already knows.
- E Experiencing**  
Hands-on activities and teacher explanation allow students to discover and “own” new knowledge.
- A Applying**  
Students apply their new knowledge to real-world situations and to solving problems.
- C Cooperating**  
Students solve problems as a team both to reinforce their knowledge and to develop collaborative skills.
- T Transferring**  
Students take what they have learned and use it in new contexts and situations.



## Don't accept poor substitutes for the real thing!

Adopt CORD—the only fully contextual textbooks available for math and science.



# CORD Algebra 1: Learning In Context, 4th Edition

(Copyright 2014) Grade Level: 8–10

Common Core mathematics is changing the way we approach teaching math – unless you are using CORD’s Learning in Context series. “The standards are designed to be robust and relevant to the real world, reflecting the knowledge and skills needed for success in college and careers.” CORD has been putting that idea into practice long before Common Core. With the launch of CORD’s **Algebra 1: Learning in Context, Fourth Edition** digital textbook, we are strengthening those “real-world” concepts and proving more students can be successful in math.

**Contact us** today and see for yourself how the nation’s leading experts in contextual teaching have perfected the ideals of Common Core.

## NEW! All Digital Textbooks!

CORD’s Learning In Context mathematics materials have gone all digital. The same proven hands-on learning—in electronic format

- Competitive pricing
- One to six-year license options
- Compatible with all platforms and personal e-readers
- Pilot programs available



**Contact us** today to preview teacher materials or for info on pilot programs.

## Unique Features and Benefits

- Contextual approach improves retention, fulfills Common Core’s “Performance Task” requirements
- Addresses different learning styles to help MORE students learn
- Workplace applications, examples, labs, and activities fit the Common Core mission—to be robust and relevant to the real world.
- Ideal for STEM Academy courses
- All new software-generated assessment test bank
- Labs use TI-Nspire™ calculator
- Annotated Teacher’s Wrap edition provides helpful hints and ideas
- Correlates to Common Core, state, and NCTM standards
- Teacher resources on CD-ROM
- English/Spanish glossary
- All digital format—no textbook replacement costs
- Flexible licensing: 1-to-6-year

### Online Ancillaries

- **Reproducible** Practice, Reteaching and Enrichment worksheets
- Lab Data Sheets
- Teacher Lesson Plans – download and edit for your needs
- TE Edition

## Components—ISBN/TITLE/Price

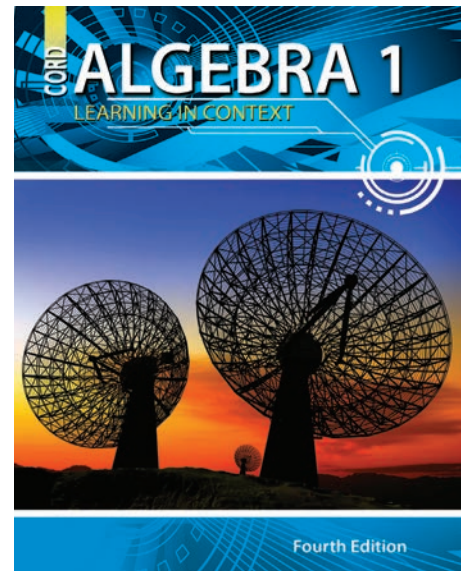
978-1-57837-773-0	CORD Algebra 1 Student Edition Online 1-year	\$15.97
978-1-57837-781-1	CORD Algebra 1 Student Edition Online 6-year	\$49.97
978-1-57837-750-1	CORD Teacher’s Ancillaries on CD-ROM	\$140.97

### Teacher’s Online Package\*

978-1-57837-789-7	CORD Algebra 1 Teacher’s Online Package 1-year	\$79.97
978-1-57837-790-0	CORD Algebra 1 Teacher’s Online Package 6-year	\$149.97

\*For Home School usage or school purchases of less than 25 student accesses.

Online access to the Teacher’s Editions and all ancillary products is complimentary with the purchase of 25 student texts online. Printed ancillary materials are not included in the online package. Materials are reproducible from online or CD-ROM access. Please contact CORD Communications at 800.231.3015, ext. 375, or [details@cordcommunications.com](mailto:details@cordcommunications.com) for pricing and package details.



## Contents

1. Fundamentals for Algebra
2. Solving Equations
3. Inequalities
4. Linear Equations
5. Functions
6. Systems of Equations and Inequalities
7. Polynomials and Factors
8. Quadratic Equations and Functions
9. Exponential and Radical Functions and Operations
10. Rational Expressions and Equations
11. Statistics

## New and Revised Lessons On ...

- Choosing an Appropriate Function Model
- Solving Systems of Equation by Elimination
- Zero, Negative and Rational Exponents
- Systems that Include Quadratics
- Functions Involving Square and Cube Roots
- Exponential Growth and Decay
- Geometric Sequences
- Inverse Functions
- Simplifying Radical Expressions
- Graphing Rational Functions
- Two-Way Frequency Tables
- Dot Plots

# CORD Algebra 2: Learning In Context, 2nd Edition

(Copyright 2014) Grade Level: 10–12

CORD set the standard by creating the first truly contextual based Algebra 2 textbook in 2008. Now Common Core Standards are requiring that all mathematics be taught in a manner that is “robust and relevant to the real world, reflecting the knowledge and skills needed for success in college and careers.” CORD has been putting that idea to work for over 30 years. The experts in “performance task” based learning have launched CORD’s **Algebra 2: Learning in Context, Second Edition** digital textbook – the guideline to strengthening those “real-world” concepts and proving more students can be successful in math!

**Contact us** today and see for yourself how the nation’s leading experts in contextual teaching have perfected the ideals of Common Core.

## NEW! All Digital Textbooks!

CORD’s Learning In Context mathematics materials have gone all digital. The same proven hands-on learning—in electronic format!

- Competitive Pricing
- One to Six-Year License Options
- Compatible with all platforms and personal e-readers
- Pilot Programs Available



**Contact us** today to preview teacher materials or for info on pilot programs!

## Unique Features and Benefits

- Contextual approach improves retention, fulfills Common Core’s “Performance Task” requirements
- Addresses different learning styles to help MORE students learn
- Workplace applications, examples, labs, and activities fit the Common Core mission—to be robust and relevant to the real world.
- Ideal for STEM Academy courses!
- All new software generated assessment test bank
- Labs use TI-Nspire™ calculator
- Annotated Teacher’s Wrap edition provides helpful hints and ideas
- Correlates to Common Core, state, and NCTM standards
- Teacher resources on CD-ROM
- English/Spanish glossary
- All digital format—no textbook replacement costs
- Flexible licensing: 1-to-6-year

### Online Ancillaries!

- **Reproducible** Practice, Reteaching and Enrichment worksheets!
- Lab Data Sheets
- Teacher Lesson Plans – download and edit for your needs
- TE Edition

## Components—ISBN/TITLE/Price

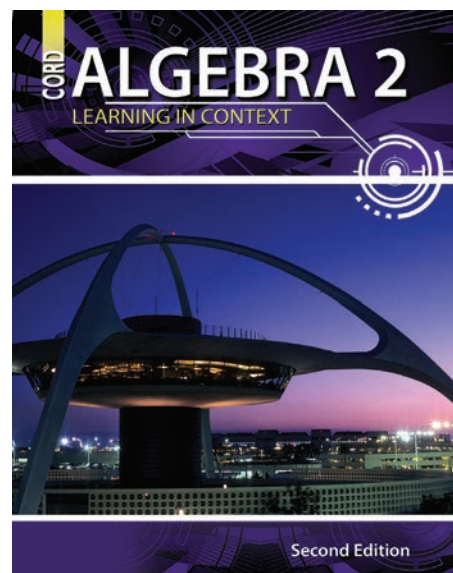
978-1-57837-775-7	CORD Algebra 2 Student Edition Online 1-year	\$15.97
978-1-57837-783-8	CORD Algebra 2 Student Edition Online 6-year	\$49.97
978-1-57837-743-9	CORD Teacher’s Ancillaries on CD-ROM	\$140.97

### Teacher’s Online Package\*

978-1-57837-792-7	CORD Algebra 2 Teacher’s Online Package 1-year	\$79.97
978-1-57837-791-9	CORD Algebra 2 Teacher’s Online Package 6-year	\$149.97

\*For Home School usage or school purchases of less than 25 student accesses.

Online access to the Teacher’s Editions and all ancillary products is complimentary with the purchase of 25 student texts online. Printed ancillary materials are not included in the online package. Materials are reproducible from online or CD-ROM access. Please contact CORD Communications at 800.231.3015, ext. 375, or details@cordcommunications.com for pricing and package details.



## Contents

1. Fundamentals for Algebra
2. Exponents & Complex Numbers
3. Functions
4. Quadratic Functions
5. Exponential & Logarithmic Functions
6. Polynomial Functions
7. Rational Functions
8. Systems of Equations & Inequalities
9. Sequences and Series
10. Trigonometric Functions & Identities
11. Probability & Statistics
12. Conic Sections

## New and Revised Lessons On ...

- Operations with Complex Numbers
- Quad. Equations with Complex Solutions
- Graphing Polynomial Functions
- Normal Distribution
- Population and Sampling Simulations
- Making Decisions Based on Probability
- Solving Equations and Inequalities
- Complex Numbers
- Relations and Functions
- Operations with Functions
- Special Functions
- Transformations of Functions
- Polynomials; Factoring Polynomials
- Multiplying/Dividing Rational Expressions
- Adding/Subtracting Rational Expressions
- Complex Fractions
- Solving Systems of Equations by Graphing
- Evaluating Trigonometric Functions
- The Law of Sines and Law of Cosines
- Verifying Trigonometric Identities

# CORD Geometry: Learning In Context, 4th Edition

((Copyright 2014) Grade Level: 9–12

Common Core Standards are pushing the “performance task” and real world relevance and as a foundation for teaching math. These form the cornerstone for providing students knowledge and skills needed for success in college and careers. These ideas have finally caught up with CORD’s 30+ years history in applying this very pedagogy! With the launch of CORD’s **Geometry: Learning in Context, Fourth Edition** digital textbook, we are strengthening those “real-world” concepts and proving more students can be successful in math!

**Contact us** today and see for yourself how the nation’s leading experts in contextual teaching have perfected the ideals of Common Core.

## NEW! All Digital Textbooks!

CORD’s Learning In Context mathematics materials have gone all digital. The same proven hands-on learning—in electronic format!

- Competitive Pricing
- One to Six-Year License Options
- Compatible with all platforms and personal e-readers
- Pilot Programs Available



**Contact us** today to preview teacher materials or for info on pilot programs!

## Unique Features and Benefits

- Contextual approach improves retention, fulfills Common Core’s “Performance Task” requirements
- Addresses different learning styles to help MORE students learn
- Workplace applications, examples, labs, and activities fit the Common Core mission—to be robust and relevant to the real world.
- Ideal for STEM Academy courses!
- All new software generated assessment test bank
- Labs use TI-Nspire™ calculator
- Annotated Teacher’s Wrap edition provides helpful hints and ideas
- Correlates to Common Core, state, and NCTM standards
- Teacher resources on CD-ROM
- English/Spanish glossary
- All digital format—no textbook replacement costs
- Flexible licensing: 1-to-6-year

## Online Ancillaries!

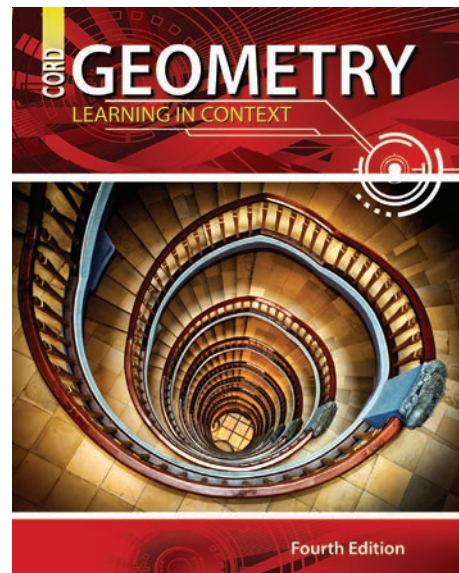
- **Reproducible** Practice, Reteaching and Enrichment worksheets!
- Lab Data Sheets
- Teacher Lesson Plans – download and edit for your needs
- TE Edition
- Proof Supplement
- Tech Lab Sheets

## Components—ISBN/TITLE/Price

978-1-57837-774-9	CORD Geometry Student Edition Online 1-year	\$15.97
978-1-57837-782-x	CORD Geometry Student Edition Online 6-year	\$49.97
978-1-57837-757-9	CORD Teacher’s Ancillaries on CD-ROM	\$140.97
Teacher’s Online Package*		
978-1-57837-793-5	CORD Geometry Teacher’s Online Package 1-year	\$79.97
978-1-57837-794-3	CORD Geometry Teacher’s Online Package 6-year	\$149.97

\*For Home School usage or school purchases of less than 25 student accesses.

Online access to the Teacher’s Editions and all ancillary products is complimentary with the purchase of 25 student texts online. Printed ancillary materials are not included in the online package. Materials are reproducible from online or CD-ROM access. Please contact CORD Communications at: 800.231.3015, ext. 375 or details@cordcommunications.com for pricing and package details.



## Contents

1. Discovering Geometry
2. Reasoning and Proof
3. Coordinate Geometry
4. Transformational Geometry
5. Triangle Theorems
6. Similar Triangles
7. Right Triangles
8. Polygons and Quadrilaterals
9. Perimeter and Area
10. Circles
11. Surface Area and Volume
12. Probability

## New and Revised Lessons On ...

- Squares and Square Roots
- Law of Sine
- Law of Cosine
- Surface Area of Pyramids and Cones
- Volume of Pyramids and Cones



# CORD Bridges to Algebra and Geometry: Learning In Context, 4th Edition

(Copyright 2014) Grade Level: 7-9

Common Core mathematics is changing the way we approach teaching math. “The standards are designed to be robust and relevant to the real world, reflecting the knowledge and skills needed for success in college and careers.” This approach provides a solid foundation for learning math. CORD has been putting that idea into practice long before Common Core. With the launch of CORD’s **Bridges to Algebra and Geometry: Learning in Context, Fourth Edition** digital textbook – the foundation for higher-level mathematics success has been set. Real-world relevance. Performances tasks. Success!

**Contact us** today and see for yourself how the nation’s leading experts in contextual teaching have perfected the ideals of Common Core.

## NEW! All Digital Textbooks!

CORD’s Learning In Context mathematics materials have gone all digital. The same proven hands-on learning—in electronic format!

- Competitive Pricing
- One to Six-Year License Options
- Compatible with all platforms and personal e-readers
- Pilot Programs Available



**Contact us** today to preview teacher materials or for info on pilot programs!

## Unique Features and Benefits

- Contextual approach improves retention, fulfills Common Core’s “Performance Task” requirements
- Addresses different learning styles to help MORE students learn
- Workplace applications, examples, labs, and activities fit the Common Core mission—to be *robust and relevant to the real world*.
- Ideal for STEM Academy courses!
- All new software generated assessment test bank
- Labs use TI-Nspire™ calculator
- Annotated Teacher’s Wrap edition provides helpful hints and ideas
- Correlates to Common Core, state, and NCTM standards
- Teacher resources on CD-ROM
- English/Spanish glossary
- All digital format—no textbook replacement costs
- Flexible licensing: 1-to-6-year

## Components—ISBN/TITLE/Price

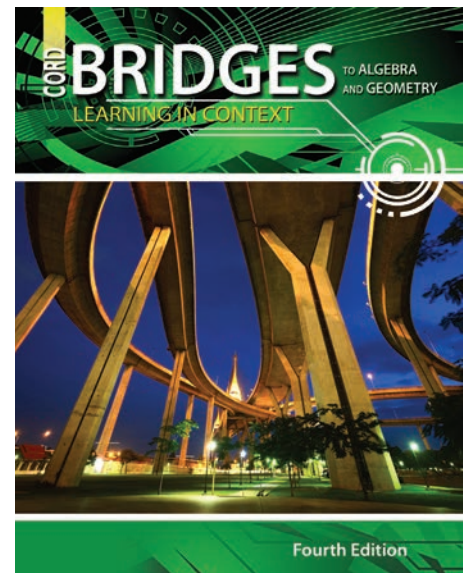
978-1-57837-772-2	CORD Bridges Student Edition Online 1-year	\$15.97
978-1-57837-780-3	CORD Bridges Student Edition Online 6-year	\$49.97
978-1-57837-766-8	CORD Teacher’s Ancillaries on CD-ROM	\$140.97

### Teacher’s Online Package\*

978-1-57837-795-1,	CORD Bridges Teacher’s Online Package 1-year	\$79.97
978-1-57837-796-x,	CORD Bridges Teacher’s Online Package 6-year	\$149.97

\*For Home School usage or school purchases of less than 25 student accesses.

Online access to the Teacher’s Editions and all ancillary products is complimentary with the purchase of 25 student texts online. Printed ancillary materials are not included in the online package. Materials are reproducible from online or CD-ROM access. Please contact CORD Communications at 800.231.3015, ext. 375, or [details@cordcommunications.com](mailto:details@cordcommunications.com) for pricing and package details.



## Contents

1. Decimals & Problem Solving
2. Working with Data
3. Integers
4. Solving Equations
5. Rational Numbers
6. Ratio, Proportion, & Probability
7. Percent
8. Graphing on the Coordinate Plane
9. Introduction to Geometry
10. Relations and Functions
11. Powers and Roots
12. Measurement
13. Surface Area & Volume

## New and Revised Lessons On ...

- Scatter Plots
- Solving Square Root and Cube Root Equations
- Relations and Functions
- New labs!

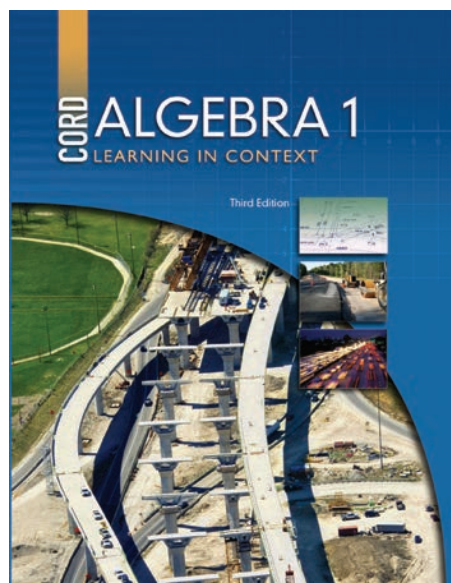
## Online Ancillaries!

- **Reproducible** Practice, Reteaching and Enrichment worksheets!
- Lab Data Sheets
- Teacher Lesson Plans – download and edit for your needs
- TE Edition

# Now Common Core Compliant . . .

**H**igh school graduation requirements are becoming more challenging. The real challenge for schools is reaching students who need to see the “real world” relevance of the math before they can learn it and be successful. **CORD's Algebra 1: Learning In Context, Third Edition** remains the primary tool for the contextual teaching approach.

By combining new rigorous math content and a hands-on approach through real-world applications, you reach more students and more students succeed.



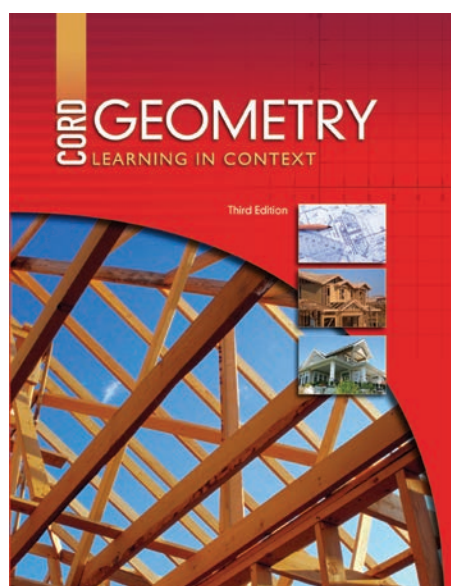
## Components

ISBN	Title	Price
978-1-57837-425-0	Algebra 1 Comprehensive Student Edition	\$73.97
978-1-57837-426-7	Algebra 1 Teacher's Wrap Edition	\$99.97
978-1-57837-427-4	Algebra 1 Chapter Resource Book	\$93.97
978-1-57837-428-1	Algebra 1 Lab Data Sheets	\$61.97
978-1-57837-429-8	Algebra 1 Software Generated Assessment	\$192.97
978-1-57837-430-8	Algebra 1 Teacher's Ancillaries on CD-ROM	\$140.97
978-1-57837-431-1	Algebra 1 Student Edition: Vol 1	\$36.97
978-1-57837-432-8	Algebra 1 Student Edition: Vol 2	\$36.97
978-1-57837-563-0	Algebra 1 Student Edition: Vols 1 & 2 combo	\$73.94
978-1-57837-629-7	Algebra 1: 3rd Edition Lesson Plans on CD-ROM	\$61.97
978-1-57837-684-X	Algebra 1: Student Edition On-line Subscription	\$70.97

## Contents

Operations, Expressions and Equations • Measurement • Solving Equations • Linear Equations • Nonlinear Functions • Probability • Statistics • Systems of Equations Inequalities • Polynomials and Factors • Quadratic Equations and Functions  
Rational Functions • Right Triangle Relationships

**T**he shortest distance between two points is a straight line. But how do you reach students who don't see the point of mathematics? The **CORD Geometry: Learning In Context, Third Edition** continues the proven method of using real-world applications to bring math to life for students. Hands-on applications, including workplace exercises, and lab activities help concrete learners build a strong foundation for success. The math content is rigorous but accommodates multiple learning styles.



## Components

ISBN	Title	Price
978-1-57837-433-5	Geometry Student Edition	\$74.97
978-1-57837-434-2	Geometry Teacher's Wrap Edition	\$99.97
978-1-57837-435-9	Geometry Chapter Resource Book	\$93.97
978-1-57837-436-6	Geometry Lab Data Sheets	\$61.97
978-1-57837-437-3	Geometry Software Generated Assessment	\$192.97
978-1-57837-438-0	Geometry Teacher's Ancillaries on CD-ROM	\$149.97
978-1-57837-439-7	Geometry Proof Supplement	\$61.97
978-1-57837-561-5	Geometry Technology Labs Supplement	\$72.97
978-1-57837-630-0	Geometry Lesson Plans on CD-ROM	\$61.97
978-1-57837-685-8	Student Edition On-line Subscription	\$71.97

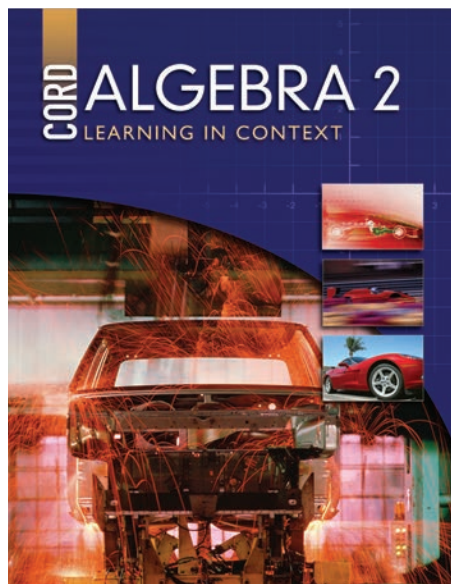
## Contents

Discovering Geometry • Reasoning and Proof • Triangle Theorems • Similar Triangles  
Right Triangles • Polygons and Quadrilaterals • Coordinate Geometry • Perimeter  
and Area • Circles • Surface Area and Volume • Transformation



# Now Common Core Compliant . . .

**A**s states raise their graduation standards, more students struggle with algebra 2. **CORD Algebra 2: Learning in Context** expands CORD's ground-breaking series of contextual-based math textbooks, providing a tool to help students who would traditionally struggle with math succeed and reach their full potential. By combining real-world applications and lab activities with the mathematics being taught, this text gives students a more meaningful education and better preparation for state testing . . . and life.



(currently out of print)

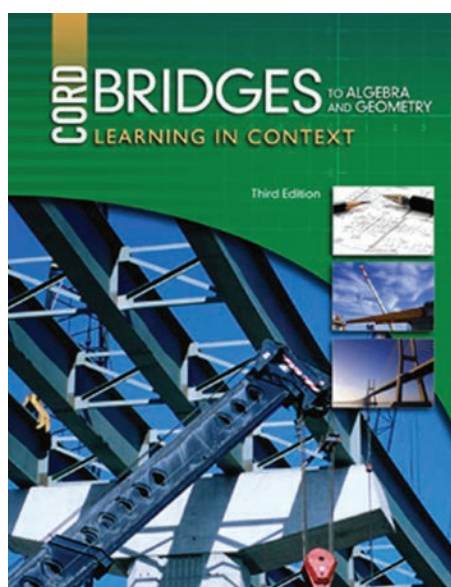
## Components

ISBN	Title	Price
978-1-57837-419-9	Algebra 2 Comprehensive Student	\$76.97
978-1-57837-420-5	Algebra 2 Teacher's Wrap Edition	\$99.97
978-1-57837-421-2	Algebra 2 Chapter Resource Book	\$93.97
978-1-57837-422-9	Algebra 2 Lab Data Sheets	\$61.97
978-1-57837-423-6	Algebra 2 Software Generated Assessment	\$192.97
978-1-57837-424-3	Algebra 2 Teachers Ancillaries on CD-ROM	\$140.97
978-1-57837-628-9	CORD Algebra 2 Lesson Plans on CD-ROM	\$61.97
978-1-57837-686-6	Student Edition On-line Subscription	\$73.97

## Contents

Fundamentals of Algebra • Systems of Equations and Inequalities • Matrices  
 Functions • Exponents • Quadratic Equations • Conic Sections • Exponential and  
 Logarithmic Functions • Polynomials • Rational Functions • Sequences and Series  
 Trigonometric Functions • Trigonometric Graphs and Identities • Probability

**S**tart your students off right! The foundation for high school success is formed before students reach grade 9. This is the textbook that helps form a solid mathematical foundation before advancing to algebra and geometry courses. Because the usual abstract approach to teaching math ignores the learning needs of almost 2/3 of students, **CORD Bridges to Algebra and Geometry, Third Edition** uses real-world applications, hands-on experiences and activities to help create better understanding of math basics.



## Components

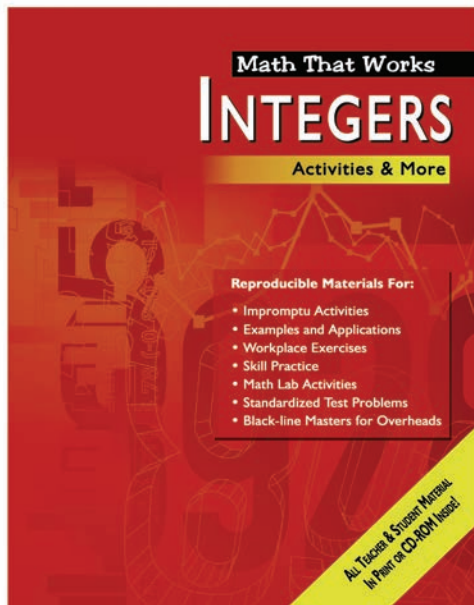
ISBN	Title	Price
978-1-57837-440-3	Bridges Student Edition	\$69.97
978-1-57837-441-0	Bridges Teacher's Annotated Edition	\$92.97
978-1-57837-442-7	Bridges Chapter Resource Book	\$93.97
978-1-57837-443-4	Bridges Lab Data Sheets	\$61.97
978-1-57837-444-1	Bridges Software Generated Assessment	\$192.97
978-1-57837-445-8	BridgesTeacher's Ancillaries on CD-ROM	\$140.97
978-1-57837-631-9	Bridges Lesson Plans on CD-ROM	\$61.97
978-1-57837-683-1	Bridges On-line Subscription	\$66.97

## Contents

Decimals and Problem Solving • Working with Data • Integers • Solving Equations  
 Rational Numbers • Ratio, Proportion, and Probability • Percent • Graphing on the  
 Coordinate Plane • Introduction to Geometry • Powers and Roots • Measurement  
 Surface Area and Volume

# Math That Works™!

Provide your struggling middle and high school students with the building blocks for a solid foundation in math!



## Middle school mathematics sets the foundation for success in secondary math courses.

What do you do with the students who struggle to grasp the pre-algebra skills needed for the future? How do you recover those students already in high school and falling behind? CORD's Math That Works is a series of six modules that meet the problem head-on. Used as a series or individually, math concepts are presented in easy-to-understand methods and brought to life with real-world, hands-on lab activities. Pilot-proven to improve test scores and help at-risk students!

## Perfect for Grades 6–9!

### Integers

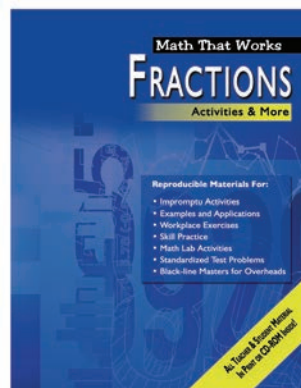
#### Contents:

- Identifying Integers and Absolute Value
- Adding and Subtracting Integers
- Multiplying and Dividing Integers

### Fractions

#### Contents:

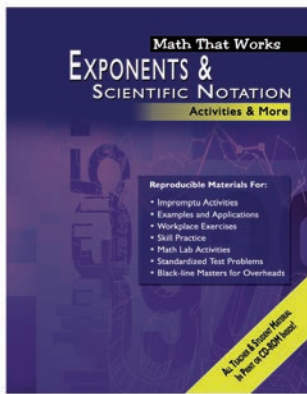
- Comparing Fractions
- Adding and Subtracting Fractions
- Multiplying and Dividing Fractions



### Ideal for use in:

- Middle schools
- After-school programs
- Saturday classes
- Summer development programs
- Remedial high school math programs

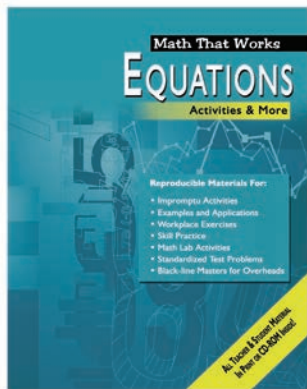




## Exponents and Scientific Notation

### Contents:

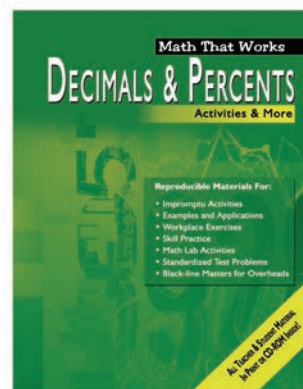
- Bases and Exponents
- Working with Very Large and Very Small Numbers
- Operating with Powers of Ten



## Equations

### Contents:

- One-Step Equations
- Working with Multi-Step Equations
- Solving Ratio and Proportion Equations



## Decimals and Percents

### Contents:

- Introduction To Decimals
- Operations with Decimals
- Percents

## BUY ALL 6 AND SAVE!

Contact us today for a sample CD!

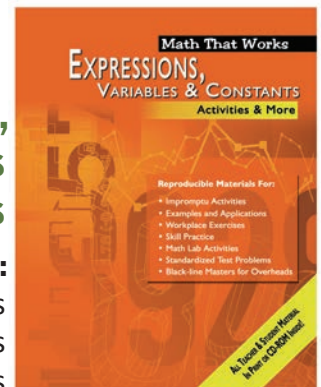
### Curriculum Content

<b>Integers</b>	\$74.97
978-1-57837-503-7	
<b>Fractions</b>	\$74.97
978-1-57837-504-5	
<b>Decimals &amp; Percents</b>	\$74.97
978-1-57837-505-3	
<b>Exponents &amp; Scientific Notation</b>	\$74.97
978-1-57837-506-1	
<b>Expressions, Variable &amp; Constants</b>	\$74.97
978-1-57837-507-x	
<b>Equations</b>	\$74.97
978-1-57837-508-8	
<b>Complete 6 Volume Set</b>	\$399.97
978-1-57837-522-3	

## Expressions, Variables and Constants

### Contents:

- Working with Variables and Expressions
- Working with Constants



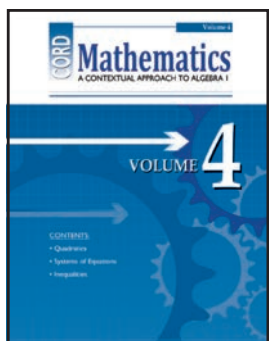
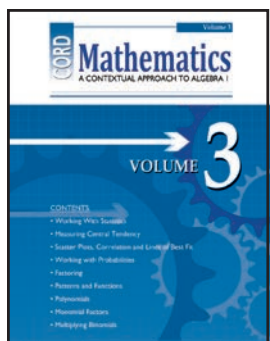
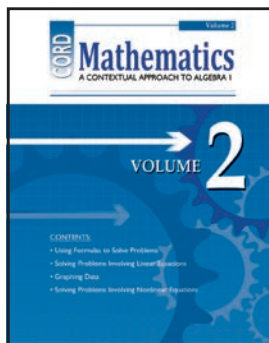
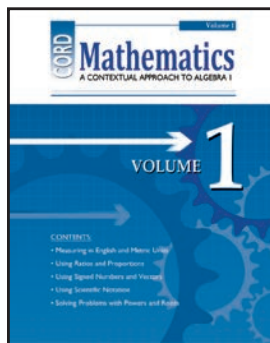
## Huge Resource for Teachers!

### Each module contains:

- Lab Activities, Workplace Exercises, and Impromptu Activities
- Standardized Test practice
- Skills practice
- Mixed Review at the end of each unit

# Classic Math Series Gets a New Look!

## CORD Mathematics: A Contextual Approach to Algebra 1



The mathematics modules that laid the groundwork for contextual teaching in the United States have gotten a facelift! In response to a request from educators in the state of Washington, CORD Applied Mathematics has undergone a complete revamp. **CORD Mathematics: A Contextual Approach to Algebra 1**, takes 21 individual units and combines them into a 4-volume, year-long algebra 1 course. The good news is all the references and materials have been updated. The better news is new lessons have been developed to maintain compliance with Washington state standards. The best news is the hands-on, real-world based problem solving that made applied mathematics so successful remains intact!

### Features & Benefits

- Updated curriculum designed to meet WASL standards
- Perfect tool for STEM Academy math programs
- Real-world, practical applications for students who need to see the relevance of math
- Updated material for today's math students
- 21 module format reduced to a 4-volume easy-to-use year-long algebra 1 course

#### ISBN#

978-1-57837-660-2  
978-1-57837-661-0  
978-1-57837-662-9  
978-1-57837-663-7  
978-1-57837-687-4

#### Title

Applied Mathematics: Contextual Approach to Alg. 1, Volume 1  
Applied Mathematics: Contextual Approach to Alg. 1, Volume 2  
Applied Mathematics: Contextual Approach to Alg. 1, Volume 3  
Applied Mathematics: Contextual Approach to Alg. 1, Volume 4  
Applied Mathematics: Contextual Approach to Alg. 1, Complete Set

#### Price

\$39.97  
\$39.97  
\$39.97  
\$39.97  
\$149.97

#### Teacher Materials

The teacher guides will be sold as individual modules for each subject (16 total). Price per unit:

#### Price

\$34.97

#### Volume 1

##### ISBN

978-1-57837-666-1  
978-1-57837-667-x  
978-1-57837-668-8  
978-1-57837-669-6  
978-1-57837-670-x

#### Title

Applied Mathematics: TE – Measuring in U.S. and Metric Units  
Applied Mathematics: TE – Using Ratios and Proportions  
Applied Mathematics: TE – Using Signed Numbers and Vectors  
Applied Mathematics: TE – Using Scientific Notation  
Applied Mathematics: TE – Solving Problems with Powers and Roots

#### Volume 2

##### ISBN

978-1-57837-671-8  
978-1-57837-672-6  
978-1-57837-673-4  
978-1-57837-674-2

#### Title

Applied Mathematics: TE – Using Formulas to Solve Problems  
Applied Mathematics: TE – Solving Problems Involving Linear Equations  
Applied Mathematics: TE – Graphing Data  
Applied Mathematics: TE – Solving Problems Involving Nonlinear Equations

#### Volume 3

##### ISBN

978-1-57837-675-0  
978-1-57837-676-9  
978-1-57837-677-7  
978-1-57837-678-5

#### Title

Applied Mathematics: TE – Working With Statistics/Scatter Plots, Correlation and Lines of Best Fit  
Applied Mathematics: TE – Working with Probabilities  
Applied Mathematics: TE – Factoring  
Applied Mathematics: TE – Patterns and Functions, Polynomials, Monomial Factors, Multiplying Binomials

#### Volume 4

##### ISBN

978-1-57837-679-3  
978-1-57837-681-5  
978-1-57837-682-3

#### Title

Applied Mathematics: TE – Quadratics  
Applied Mathematics: TE – Systems of Equations  
Applied Mathematics: TE – Systems of Inequalities

#### ISBN#

978-1-57837-688-2

#### Title

Applied Mathematics: Complete Algebra 1 Teacher Material Purchase

#### Price

\$559.52

### Here's what's inside!

#### Volume 1:

- Measuring in U.S. and Metric Units
- Using Ratios and Proportions
- Using Signed Numbers and Vectors
- Using Scientific Notation
- Solving Problems with Powers and Roots

#### Volume 2:

- Using Formulas to Solve Problems
- Solving Problems Involving Linear Equations
- Graphing Data
- Solving Problems Involving Nonlinear Equations

#### Volume 3

- Working With Statistics
- Measuring Central Tendency
- Scatter Plots, Correlation and Lines of Best Fit
- Working with Probabilities
- Factoring
- Patterns and Functions
- Polynomials
- Monomial Factors
- Multiplying Binomials

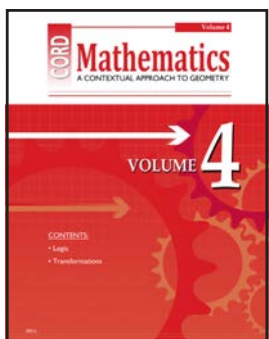
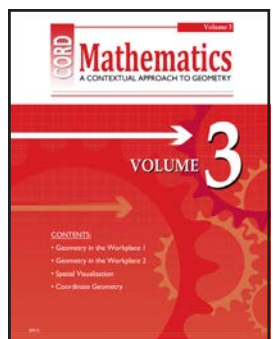
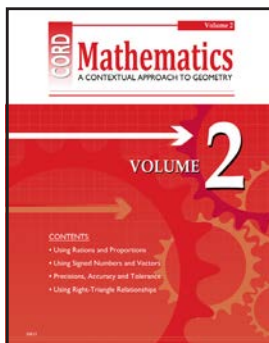
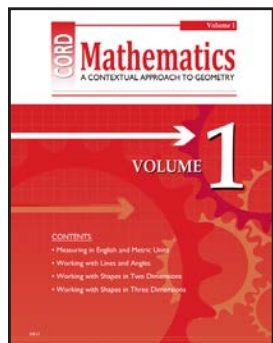
#### Volume 4

- Quadratics
- Systems of Equations
- Inequalities
- Components



# We've Done the Same Thing for Geometry!

## CORD Mathematics: A Contextual Approach to Geometry



The response to the revision of the CORD Applied Mathematics for Algebra 1 has been so positive, the revisions have been expanded to include geometry—**CORD Mathematics: A Contextual Approach to Geometry**. The materials have been combined in four volumes covering 14 different geometry-related topics with Washington state standards in mind.

### Features & Benefits

- Updated curriculum designed to meet WASL standards
- Perfect tool for STEM Academy math programs
- Real-world, practical applications for students who need to see the relevance of math
- Updated material for today's math students
- 14-module format reduced to a 4-volume easy-to-use year-long geometry 1 course

#### ISBN#

978-1-57837-715-3  
978-1-57837-716-1  
978-1-57837-717-x  
978-1-57837-718-8  
978-1-57837-784-6

#### Title

Applied Mathematics: Contextual Approach to Geometry, Volume 1  
Applied Mathematics: Contextual Approach to Geometry, Volume 2  
Applied Mathematics: Contextual Approach to Geometry, Volume 3  
Applied Mathematics: Contextual Approach to Geometry, Volume 4  
Applied Mathematics: Contextual Approach to Geometry, Set (Student)

#### Price

\$39.97  
\$39.97  
\$39.97  
\$39.97  
\$149.97

#### Teacher Materials

The teacher guides are sold as a reproducible CD-ROM (978-1-57837-733-1).

#### Price

\$149.97

#### Volume 1

##### ISBN

978-1-57837-719-6  
978-1-57837-720-x  
978-1-57837-721-8  
978-1-57837-722-6

#### Title

Applied Mathematics: TE – Measuring in U.S. and Metric Units  
Applied Mathematics: TE – Working with Lines and Angles  
Applied Mathematics: TE – Working with Shapes in Two Dimensions  
Applied Mathematics: TE – Circles

#### Volume 2

##### ISBN

978-1-57837-723-4  
978-1-57837-724-2  
978-1-57837-725-0  
978-1-57837-726-9

#### Title

Applied Mathematics: TE – Working with Shapes in Three Dimensions  
Applied Mathematics: TE – Using Ratios and Proportions  
Applied Mathematics: TE – Using Signed Numbers and Vectors  
Applied Mathematics: TE – Precision in Measurement

#### Volume 3

##### ISBN

978-1-57837-727-7  
978-1-57837-728-5  
978-1-57837-729-3  
978-1-57837-730-7

#### Title

Applied Mathematics: TE – Geometry in the Workplace 1  
Applied Mathematics: TE – Geometry in the Workplace 2  
Applied Mathematics: TE – Spatial Visualization  
Applied Mathematics: TE – Coordinate Geometry

#### Volume 4

##### ISBN

978-1-57837-731-5  
978-1-57837-732-3

#### Title

Applied Mathematics: TE – Logic  
Applied Mathematics: TE – Transformations

### Here's what's inside!

#### Volume 1

- Measuring in U.S. and Metric Units
- Working with Lines and Angles
- Working with Shapes in Two Dimensions
- Circles

#### Volume 2

- Working with Shapes in Three Dimensions
- Using Ratios and Proportions
- Using Signed Numbers and Vectors
- Precision in Measurement

#### Volume 3

- Geometry in the Workplace 1
- Geometry in the Workplace 2
- Spatial Visualization
- Coordinate Geometry

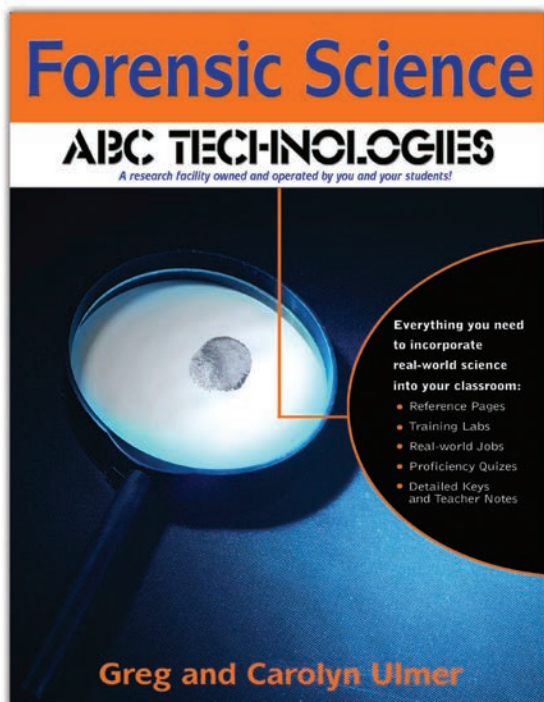
#### Volume 4

- Logic
- Transformations

## Bring Your Science Class To Life!

# ABC TECHNOLOGIES

A research facility owned and operated by you and your students!



Grades 9-12

### FORENSIC SCIENCE

#### Training Labs Include:

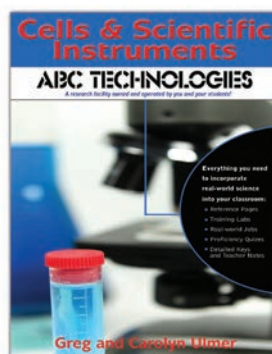
- How To Classify and Lift Fingerprints
- How To Identify Inks From Writing Pens
- How To Analyze Paper
- How To Analyze Handwriting

Developed by Greg and Carolyn Ulmer, two science teachers from Fort Zumwalt South High School in St. Peters, MO, this student oriented, hands-on curriculum teaches science skills that students will use to solve real world problems.

#### Eight curriculum modules stress:

- Critical thinking and problem solving skills
- Science and math skills
- Personal skills used in business

**ABC TECHNOLOGIES** is a science research facility. The students are the employees of ABC TECHNOLOGIES and work in science research teams, with the teacher serving as the supervisor (of course!). As employees of ABC TECHNOLOGIES the students are trained in a variety of science skills (where they gain knowledge and an understanding of science). Students then use their science skills to solve a wide range of real world science problems that arise from business clients throughout the world.



### CELLS AND SCIENTIFIC INSTRUMENTS

#### Training Labs Include:

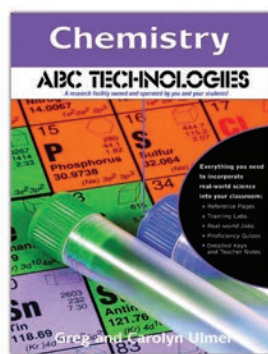
- Paper Chromatography
- Cells and Their Organelles
- Yeast and Energy Production
- Agarose Gel Electrophoresis



### MEDICAL SCIENCE

#### Training Labs Include:

- Identifying Organic Molecules in Foods
- Completing Blood Cell Counts
- Analyzing a Patient's Urine
- Determining a Patient's Health



### CHEMISTRY

#### Training Labs Include:

- Atoms and Chemical Bonding
- Understanding Chemical Reactions
- The Chemistry of Dyeing Cloth
- Understanding Acids, Bases, and pH

**BUY MORE AND SAVE!**

**ALL 8 COMPLETED  
MODULES FOR ONLY  
\$749.97**





## ENVIRONMENTAL SCIENCE

### Training Labs Include:

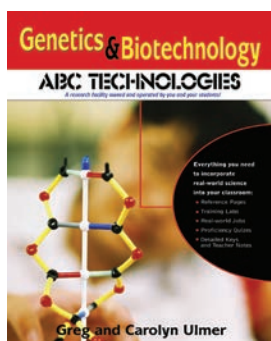
- Measuring Abiotic Factors in the Field
- Soil Testing
- Understanding the Water Cycle by Studying Transpiration
- Understanding Feeding Relationships
- How to Complete Quadrat Sampling



## FORENSIC SCIENCE 2

### Training Labs Include:

- Blood Spatter
- Forensic Entomology
- Analysis of Skeletal Remains
- Pollen Identification and Soil Analysis
- Analysis of Glass, Firearms, and Toxic Chemicals



## GENETICS AND BIOTECHNOLOGY

### Training Labs Include:

- DNA Necklace from Own DNA
- Grow and Stain Onion Root Tips to Observe Mitosis
- Cat Genetics
- Natural Selection With Colored Toothpicks



## MICROBIOLOGY

### Training Labs Include:

- Staining and Observing Teeth Bacteria
- How Diseases Spread/Determining Where a Disease Began
- Making Yogurt and Turning It into Frozen Yogurt
- Making Root Beer
- Observe Soil Microorganisms Using a Berlese Funnel

## Student work is divided into three main areas:

**REFERENCE PAGES** – These pages contain factual information the students (employees) need to know. Information is presented in short, interesting statements followed with critical thinking questions that check for understanding.

**TRAINING LABS** – These labs teach students an important laboratory skill or method, and how to correctly analyze and interpret any results that are collected. Critical thinking questions, calculations, and data analysis are included.

**JOBS** – Students are completely on their own to use the skills they have previously learned to solve an important real world problem for a client. Student research groups use their skills to complete tests, experiments, and gather data to solve the problem. After analyzing their data, each group must organize their information in the form a formal letter, tables, and/or graphs so they can successfully communicate their findings to their client.

## Curriculum Components

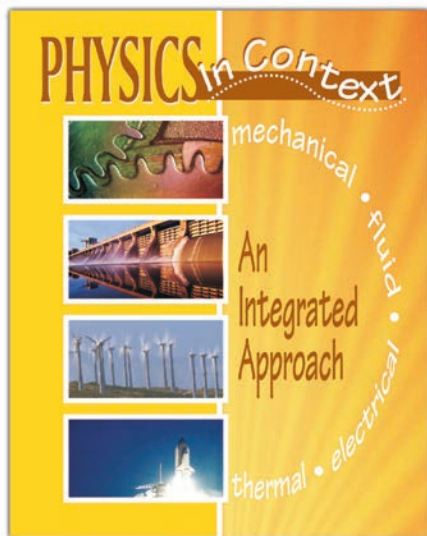
Price is for a complete student curriculum/teacher resource guide with copying rights. Includes CD-ROM for easy duplication.

Product Code	Title	Price
978-1-57837-524-X	Medical Science	\$99.97
978-1-57837-525-8	Forensic Science	\$99.97
978-1-57837-526-6	Chemistry	\$99.97
978-1-57837-527-4	Environmental Science	\$99.97
978-1-57837-528-6	Cells & Science Instruments	\$99.97
978-1-57837-564-9	Forensic Science 2	\$119.97
978-1-57837-565-7	Microbiology	\$99.97
978-1-57837-566-5	Genetics & Biotechnology	\$119.97
<b>978-1-57837-523-1</b>	<b>Complete Volume Set!</b>	<b>\$749.97</b>

**The ABC TECHNOLOGIES** books were written as a curriculum for Applied Biology and Chemistry classes, however, the activities in the books are appropriate for any science class looking for “real-world”, hands-on activities that stress critical thinking skills. Use the eight modules as a complete, one-year course, or integrate them into existing courses for additional contextual learning opportunities.

Order On-line: [www.cordcommunications.com](http://www.cordcommunications.com)

# Perfect for Physics, Applied Physics or Principles of Technology Courses



© 2005 Grades 10-12

**Physics in Context** is a one-year physics text developed based on the success of the Principles of Technology program. It teaches traditional, rigorous physics concepts through contextual applications such as solving real-world problems and presenting the topics in the context of modern technology.

## Unique Features and Benefits:

- Contains over 30 hands-on lab activities
- Physics content is algebra-based and meets state physics standards
- The four energy systems—mechanical, thermal, electrical, and fluid—are integrated throughout each chapter
- Career Links are featured throughout the student text to show students where specific physics concepts are used in real-life occupations
- Features a free website resource ([www.LearningInContext.com](http://www.LearningInContext.com)) with additional examples and labs
- Book now available online! - **FREE!**

## Comparison of Physics in Context and CORD's Principles of Technology\*

### Physics in Context:

- Hard-bound, single volume textbook
- A one-year course
- Students must know Algebra 1
- Traditional physics content
- Contains a website component

### Principles of Technology\*:

- 14-soft-cover modules
- A two-year course
- Materials included for math tutoring
- Labs are predominantly mechanical
- Designed for technical physics
- Video component

\* See page 17

### Similarities between the two:

- Uses hands-on labs
- Includes career applications and profiles
- Supports SCANS
- Supports contextual learning

## Content

- Chapter 1. The Prime Movers
- Chapter 2. Work
- Chapter 3. Rate
- Chapter 4. Resistance
- Chapter 5. Energy
- Chapter 6. Power
- Chapter 7. Momentum
- Chapter 8. Optical Systems
- Chapter 9. Radiation
- Chapter 10. Waves and Vibrations





## CHAPTER

## 1

THE PRIME  
MOVERS

A **force** is a push or a pull. We use forces all the time. When you lift a book, when you walk, when you breathe, you use force. In industry and sports everything depends on force.



Cranes use force to lift containers



High jumpers use force to push off the ground.

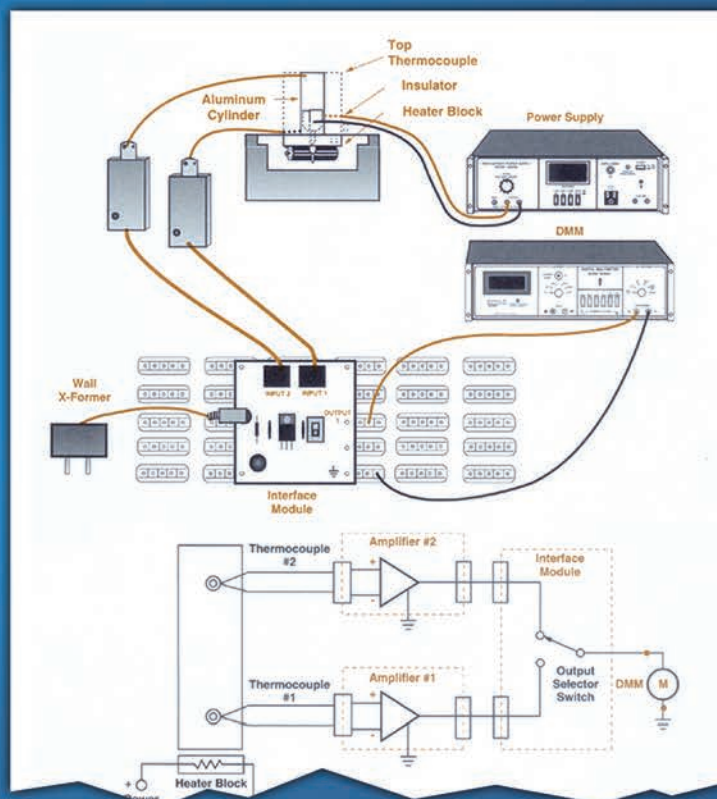
## Lab Manual

The lab manuals provide students with easy-to-follow lab setup procedures.



## Student Edition

The four energy systems are integrated within each chapter.



## Lab Equipment

The laboratory component to Physics in Context was developed by Energy Concepts, Inc. and provides an opportunity for students to reinforce concepts learned in the student text. For more information on laboratory equipment, please contact Energy Concepts Inc. at [www.eci-info.com](http://www.eci-info.com) or call (800) 621-1247.

Software Generated Assessment  
powered by ExamView™

## Curriculum Components

ISBN#	Title	Price
1-57837-275-5	Individual Student texts	\$61.97
1-57837-276-3	Teacher Guides Set of 3	\$209.97
1-57837-375-1	Teacher Guide CD-ROM	\$57.97
1-55756-195-8	Student Lab Manual	\$65.00
1-55756-387-X	Lab Manual Instructor's Guide	\$65.00
1-55756-186-9	Student Journal	\$20.00
1-57837-469-3	SGA Assessment	\$196.97

Order On-line: [www.cordcommunications.com](http://www.cordcommunications.com)

# IDEAL FOR TECHNICAL PHYSICS, and **Principles of Technology** courses



## Unique Features and Benefits:

- Geared for the middle 50% of high school students
- Allows students to discover and experience physics firsthand as it exposes them to modern technical equipment
- Over 90 hands-on laboratory activities for cooperative learning opportunities and hands-on learning
- Focuses on problem-solving, real-life applications, and decision-making skills
- Appropriate for CTE, TechPrep, Career Pathways and other technical initiatives
- Comprised of an integrated learning package to meet different learning styles of students

**Principles of Technology** is a practical laboratory-based course that teaches traditional physics concepts in the context of their relationship to four energy systems—mechanical, fluid, electrical, and thermal. A one- or two-year program for high school students, **Principles of Technology** applies physics principles to technological situations and concentrates more on the use of physics concepts in the workplace rather than on the derivation and manipulation of physics formulas.

## Comparison of Principles of Technology and CORD's Physics in Context\*

### Principles of Technology:

- 14 soft-cover modules
- A two-year course
- Materials included for math tutoring
- Labs are predominantly mechanical
- Designed for technical physics
- Video component

### Physics in Context\*:

- Hard-bound, single volume textbook
- A one-year course
- Students must know Algebra 1
- Traditional physics content
- Contains a website component

### Similarities between the two:

- Uses hands-on labs
- Includes career applications and profiles
- Supports SCANS
- Supports contextual learning

See back cover



Order toll free: 800-231-3015



But there are other important energy systems, and each has a prime mover that acts very much like force. The four energy systems and the four prime movers that you need to learn about are:

ENERGY SYSTEMS	PRIME MOVERS
Mechanical . . . . .	Force
Fluid . . . . .	Pressure
Electrical . . . . .	Voltage
Thermal . . . . .	Temperature Difference

A fluid system is one in which fluids such as air, water, oil or gasoline are moved—usually through pipes, lines or tubes. Fluids move in a fluid system because of pressure. When blood moves through arteries, it moves because of blood pressure. When water travels through a fire hose, it does so because of water pressure. When a hot-air balloon rises, it rises because of air pressure. (See Figure 1-4.) Pressure is not a true force, but pressure **acts** like a force because it causes fluids to move.

An electrical system is one in which electrical current moves through wires or through complex circuits. Current moves in an electrical system because of voltage. When you turn on a television set, voltage causes electric charge to flow through the circuits in the set to create pictures on the screen. When you turn the ignition key in a car, voltage causes electrical charge to flow through the starter motor, which then starts the engine. Voltage isn't a true force, but it **acts** like a force because it causes electric charge to flow.



Fig. 1-5 Mechanic servicing an automobile.

A thermal system is one in which heat moves from one place to another. Heat moves in a thermal system because of a temperature difference. Heat moves from warm areas to cool areas. When a torch heats a piece of metal, temperature difference causes the heat to move from the very hot spot where the torch is directed, to the cooler areas around that spot. When cool air flows over a car's radiator, temperature difference causes the heat to move from the hot engine to the radiator to the cooler

 **The four energy systems** of fluid, electrical, thermal, and mechanical are addressed in each chapter.

**Lab activities** simulate equipment students would see in the workplace. 

## Content

Unit 1: Force  
Unit 2: Work  
Unit 3: Rate  
Unit 4: Resistance  
Unit 5: Energy  
Unit 6: Power  
Unit 7: Force Transformers  
Unit 8: Momentum  
Unit 9: Waves and Vibrations  
Unit 10: Energy Convertors  
Unit 11: Transducers  
Unit 12: Radiation  
Unit 13: Optical Systems  
Unit 14: Time Constants

## Lab Equipment

The laboratory component to *Physics in Context* and *Principles of Technology* was developed by Energy Concepts, Inc. and provides an opportunity for students to reinforce concepts learned in the student text. For more information on laboratory equipment, please contact Energy Concepts Inc. at [www.eci-info.com](http://www.eci-info.com) or call (800) 621-1247.

## Components

Student Text (price per unit)	\$11.97
Student Text Sets (Units 1-7 or Units 8-14)	\$75.97
Teacher's Guide (price per unit)	\$56.97
Teacher's Guide Sets (Units 1-7 or Units 8-14)	\$375.97
Student Resource Book	\$16.97
Teacher's Guide on CD-ROM	\$99.97

**Unit videos are available from**  
**AIT (800) 457-4509 or [www.ait.net](http://www.ait.net)**

## Measuring Forces

Lab 1M2

### LAB OBJECTIVES

When you've finished this lab, you should be able to do the following:

1. Measure forces—in newtons or pounds—by using appropriate scales.
2. Suspend a weight from two cords. Measure the tension (force) in each cord.
3. Make a scale drawing (vector diagram) that illustrates the force in each rope.
4. Use the vector diagram to determine the resultant force.

### LEARNING PATH

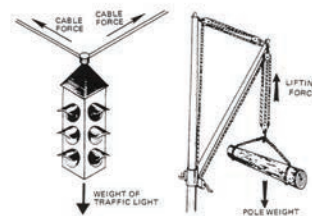
1. Preview the lab. This will give you an idea of what's ahead.
2. Read the lab. Give particular attention to the Lab Objectives.
3. Do lab, "Measuring Forces."

### MAIN IDEAS

- Forces can be measured with devices such as spring scales.
- Forces can be presented visually by using a vector diagram.

Cables or ropes often are used to lift, pull or suspend heavy objects. When a cable lifts a heavy weight, the force in the cable must not be so great that the cable breaks. By knowing the **weight** of the object to be suspended or moved, and the way the cables are arranged to pull on the object, we can calculate the maximum force in the cable. Figure 1 shows how cables (or ropes) can be used to suspend a traffic light at an intersection or lift heavy objects.

Scales are used to measure forces or weights. The amount of force required to balance (hold) the object is just equal to the total weight of the object. Most scales exert a balancing force by stretching springs. Other scales, such as freight scales or those found in department stores, apply force by compressing



1. Forces are used to suspend or move heavy objects.

## Applied Biology/Chemistry DVD Series



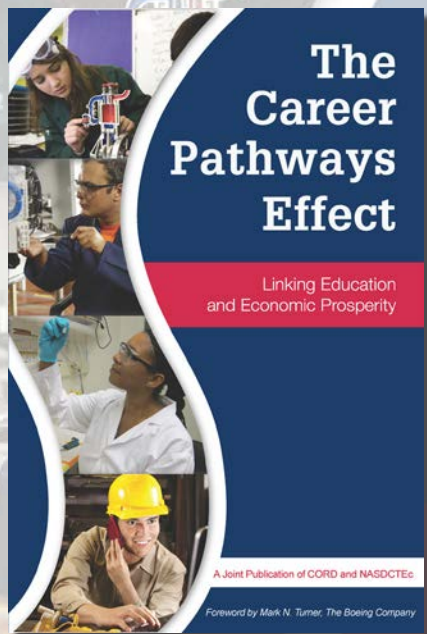
1-57837-459-6	Animal Life Processes
1-57837-460-x	Continuity of Life
1-57837-461-8	Plant Growth and Reproduction
1-57837-462-6	Nutrition
1-57837-463-4	Disease and Wellness
1-57837-464-2	Community of Life
1-57837-465-0	Microorganisms
1-57837-466-9	Air and Other Gases
1-57837-467-7	Natural Resources
1-57837-468-5	Synthetic Materials
1-57837-469-3	Waste and Waste Management
1-57837-470-7	Water

Each DVD provides an "armchair field trip" that introduces workplace situations and real-life role models. Group discussion "pause" segments encourage cooperative learning. Topics are presented via experiments, dramatizations, investigations, sports, news, and more!

**\$14.97 Each • BUY ALL 12 FOR \$99.97**

# The Career Pathways Effect

## Linking Education and Economic Prosperity



**ISBN 978-1-57837-706-4**

**Softcover \$15.95**

**E-book Edition \$13.75**

(for Kindle and Apple e-reading devices)

### CPE Workshops

To complement the book, CORD and NASDCTEc have jointly developed a series of workshops to help practitioners implement Career Pathways.

The following workshops are available:

#### Lead/Succeed Series

Career Pathways Overview  
The Administrator's Role

#### Partner Series

Partnership Opportunities

#### Deliver Series

Teaching for Success  
Counseling for Success  
Building Programs of Study

#### Ensure Series

Data-Driven Decision-Making

Will customize for your state or region.

Contact: Debra Mills (dmills@cord.org, 217-247-9930) or solutions@cord.org

*A Joint Publication of CORD and NASDCTEc*

**D**esigned as a how-to guidebook for administrators, faculty, counselors, and business partners, *The Career Pathways Effect* brings together 27 national experts on Career Technical Education (CTE), Career Pathways, and Programs of Study. This timely publication represents a collaborative effort between the Center for Occupational Research and Development (CORD) and the National Association of State Directors of Career Technical Education Consortium (NASDCTEc) to offer evidence-based support for the concepts and principles associated with Career Clusters, Career Pathways, and Programs of Study and a template for more uniform implementation across the nation. *The Career Pathways Effect* is organized around NASDCTEc's new vision for CTE; five guiding principles to help ensure students of all ages are prepared to succeed in education and careers that will enable the U.S. to flourish in an increasingly competitive global economy. Learn from experienced leaders as they offer guidance to states, local districts, postsecondary institutions, and business leaders on systemic improvement and innovation in the development of Career Pathways.

*The Career Pathways Effect* supports:

- Faculty and staff professional development
- Program redesign efforts
- Policy planning
- Business-education partnerships

*What leaders across the nation are saying...*

"...a must read for anyone interested in 're-engineering' the U.S. educational system."

— Anthony Landis, Director of College & Career Transitions,  
Ohio Board of Regents

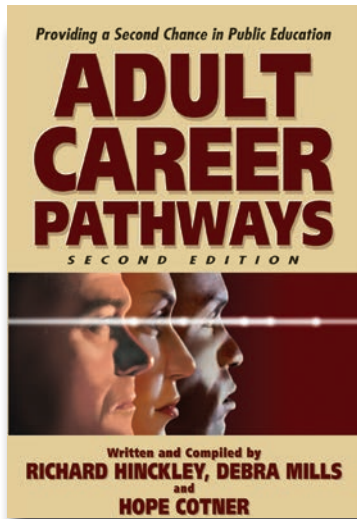
"The Career Pathways Effect brings ideas, facts, and best practices into one resource for educators and policymakers who want to improve student academic and career success."

— Kathy D'Antoni, Assistant State Superintendent of Schools,  
West Virginia Department of Education

"...chock full of realistic and achievable advice for policy, professional development, accountability systems, and more."

— Betsy Brand, Executive Director, American Youth Policy Forum



NEW  
2nd Edition

## ADULT CAREER PATHWAYS

**Providing a Second Chance in Public Education (2nd Edition)**

Written and Compiled by Richard "Dick" Hinckley, Debra Mills and Hope Cotner

Just as the landscape of the American workforce is continually undergoing dramatic changes, the experts behind Adult Career Pathways continue to refine their message, serving as the voice of millions of adults looking for a second chance. With **Adult Career Pathways**, 2nd Edition, Hinckley et al. provide invaluable guidance in bringing educators, employers, policymakers, and community leaders together for the betterment of the nation's workforce. Through compelling research, insightful analysis, and detailed solutions, they provide the framework and the vision necessary to achieve meaningful change.

**"...(we) know the power of bringing together the community and business with education. Adult Career Pathways provides guidance in doing just that and I encourage you to read this book."**

**– Dr. Alice Marie Jacobs, President  
Danville Area Community College, Illinois**

**The community college finds itself at the center of an economic and educational crisis as:**

- Demands for a technologically skilled workforce increase
- Financial and societal pressures on underemployed workers mount
- Remediation needs of underprepared adult students grow

**This book helps prepare educational institutions to meet these formidable challenges!**

**ISBN 978-1-57837-632-7**

**Single Copy Price:**

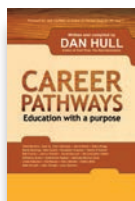
Softcover \$15.95

**Volume Pricing:**

3-49 Copies	\$14.95
50-99 Copies	\$13.95
100-249 Copies	\$12.95
250-499 Copies	\$11.95
500+	\$9.50

**T**his book challenges educators, community leaders, employers, and policymakers to work together in their communities to remove barriers and find solutions to creating their own qualified workforce. It's about recognizing the complex needs of a broad range of nontraditional students and the institutions that serve them, and building the programs and systems that will effectively prepare them for college and career success.

**Great for Administrators, School Board Members, Curriculum Directors and CTE Coordinators!**



**Career Pathways: Education With A Purpose**  
By Dan Hull

The book called a "must read" for educators and practitioners looking to establish meaningful career-based education systems. This book gives you the "who's," "why's" and "how's" of Career Pathways, explained by some of the nation's leading practitioners. Follow their lead to design and implement a plan for every student to succeed!

**Softcover: 1-57837-408-1**

**\$13.95**

**Volume discounts available. Check website for details or call 800.231.3015, ext 375.**



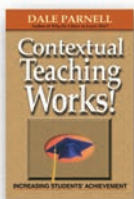
**Why Do I have to Learn This?**

By Dale Parnell

Innovative approaches to teaching, including contextual learning practice. A philosophical and pedagogical foundation for implementing applied academics from one of the foremost leaders in educational reform. Parnell offers insightful examples and proven methods for teaching with meaning.

**Softcover: 1-55502-704-0**

**\$16.00**



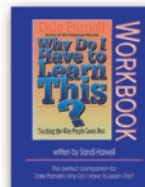
**Contextual Teaching Works!**

By Dale Parnell

Dale Parnell is one of the nation's most recognized leaders in contextual learning theory and practice. With Contextual Teaching Works!, Parnell combines anecdotal and quantitative evidence to prove that contextual teaching really does work. This book contains a healthy dose of inspiring stories mixed with information on brain-based learning, contextual teaching, and exemplary practices. This powerful blend of information demonstrates why all students will benefit from contextual teaching in the classroom.

**Softcover: 1-57837-278-X**

**\$15.95**



**Why Do I have to Learn This?**

(Companion Workbook)

by Sandra Harwell

In this workbook, learn how to write contextual lessons for your classroom, work through the four levels of learning, explore "right-side-up education," create your own "Integrated Learning Activities," and more! Combined with Why Do I Have To Learn This?, this workbook is a powerful tool for in-service and pre-service programs, as well as for individual educators.

**Workbook: 1-57837-249-6**

**\$11.95**

**Softcover & Workbook (Combo):**

**ER704-0 KIT**

**\$23.95**

# Contact Your CORD Communications Sales Representative

## For General Information

**1.800.231.3015 ext 375**

**or by email:**

**details@cordcommunications.com**



## Ordering Information

### When You Order

Please include the following information with your order:

- Shipping address: complete name, street address, and phone number of school or school district, including zip code or locally required postal code
- Billing address, if different
- Name and title of the person who will use this material
- Full title and ISBN for each item, as given in this catalog

**Note: Mailing or faxing of confirmations is not required and may result in duplication of orders.**

### Teacher's Manuals

This information applies to all hardcover textbooks in this catalog. When you request it in your order, one copy of the appropriate teacher's edition, printed teacher ancillary books, or teacher ancillaries on CD-ROM will be furnished free when you order 25 copies of the student book. When free copies of teacher's manuals are not specifically requested, they will be billed.

**Note: Teacher's manuals and answer keys not shipped to home addresses.**

### Textbook Review Policy

Since most educators like to review textbooks before finalizing a purchase, CORD Communications is pleased to provide evaluation copies to qualified faculty, provided the product is being considered for course adoption. Curricula sold in modular format cannot be sent out for review. Samplers of these materials will be sent on "print protected" CD-ROM for customer review. Please call customer relations at (800) 231-3015 x375 for details, or for a printable form, view our website at [www.cordcommunications.com](http://www.cordcommunications.com) and select site map, then select ordering information.

### Prices

Prices in this catalog are effective July 1, 2014. They are subject to change without notice. All orders will be filled at current prices upon receipt of your order. Prices in this catalog are F.O.B. shipping point (Publisher's Warehouse). Our terms are net 30 days of invoice date.

### Transportation and Handling

To ensure prompt delivery of your books, please place orders as early as possible. Transportation charges are paid by the buyer. Please request rush shipments ONLY when speed is essential. All orders are subject to approximately 12% combined shipping and handling charge. A minimum of \$7.00 shipping and handling applies to all orders. Handling charges are prepaid and added to the invoice. State (HI, CA, TX, MD, IN) and local taxes will be added where they apply.

We make every attempt to ship orders within 2 weeks of receipt of order if not sooner.

**Note: If you require a shipping method that does not have a package tracking system, CORD Communications will not be responsible for lost shipments. Replacement of any lost shipments requires repurchase.**

### Orders for Individuals

All orders must be accompanied by payment unless they are on a purchase order from a school district, organization, or institution. Individuals in HI, CA, TX, MD, and IN please add local and/or state taxes, and enclose payment. You can pay by check, money order, VISA, MasterCard, American Express, or Discover Card. With credit card orders, please include full card number and expiration date.

### Damaged Merchandise

Please examine your shipment upon receipt. Any damage or inconsistencies with the materials ordered or invoiced must be reported as soon as possible by calling (800) 231-3015 x375.

### Returns

Please check your shipment when it arrives, **BEFORE** stamping or marking. Unmarked, unstamped materials in usable condition can be returned within 90 days for credit **WITH PRIOR AUTHORIZATION**.

Modular curricula purchased in complete sets (e.g., *ABC Technologies*, *Math That Works*) must be returned as complete sets and in their original packaging. Partial returns will not be accepted. Opened material will not be accepted. Returns for individual modules will only be accepted if material is returned in its original, unopened packaging.

For authorization to return materials, please call (800) 231-3015 x375, fax (254) 776-3906, email at [details@cordcommunications.com](mailto:details@cordcommunications.com), or write CORD Communications, P.O. Box 21206, Waco, Texas 76702-1206. Your request should include: Invoice number, titles to be returned, ISBNs, quantities, invoice date, and reason for return.

Upon authorization, CORD Communications customer service personnel will fax you a return confirmation. All returns must be shipped prepaid. To ensure proper credit to your account, please do not return any materials until authorization from CORD Communications has been received. CORD Communications cannot be responsible for any losses or damage incurred in return shipments and suggests that you return your materials through a source that offers a parcel tracking system and insurance. Freight and express shipments are normally insured by the carrier.

**For product information, pricing, customer service, or to place an order, call or fax: (800) 231-3015, Ext. 375 | Fax: (254) 776-3906  
CORD Communications | P.O. Box 21206 | Waco, Texas 76702-1206  
or visit [www.CordCommunications.com](http://www.CordCommunications.com)**

### International Customers Only

We appreciate your interest in our products. Prices in this catalog are for U.S. purchases and stated in U.S. dollars. Some international prices may vary. So that we can best serve you, please call 800-231-3015 or 254-776-1822, ext. 375 or write [details@cordcommunications.com](mailto:details@cordcommunications.com) for details and instructions on international pricing and shipping.



# LEARNING BEYOND THE BOOKS



CORD Communications is proud to announce the relaunch of the [learningincontext.com](http://learningincontext.com) website! This FREE service is available to all educators and students wanting extra practice, educational games or just wanting to know more!

- Provides links to websites with material related to textbook lessons
- Supplemental information outside the classroom

Active links for all current and 3rd edition  
CORD: Learning in Context Mathematics  
and Physics courses!



A great tool for group work!



Let your students explore math and science  
outside the textbooks!

**It's Educational!**  
**It's Fun!**  
**IT'S FREE!**

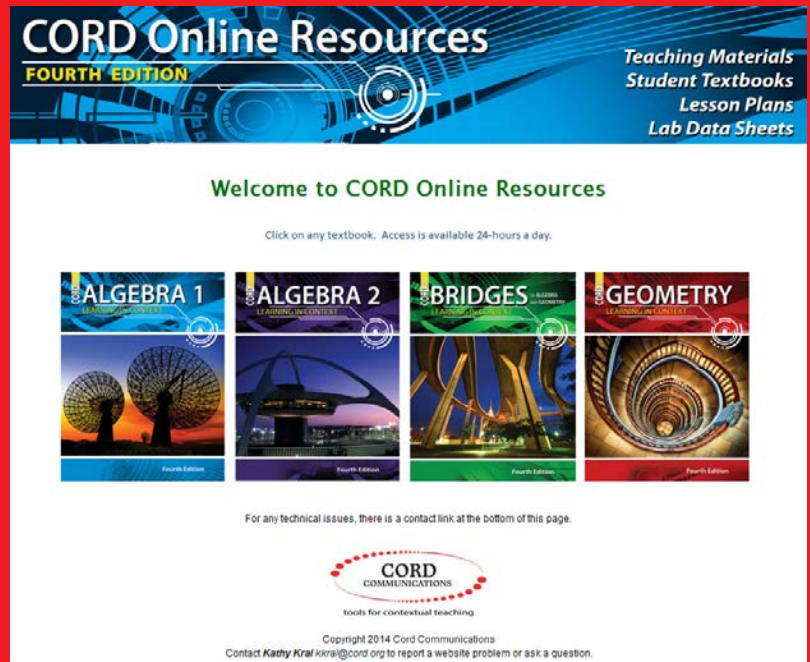
[www.learningincontext.com](http://www.learningincontext.com)

# Common Core for the Digital Age

CORD's newly revised Learning In Context mathematics textbooks are designed to meet the new "performance task" based curriculum of Common Core. And now in an all electronic format, CORD is bringing real-world relevance into the digital age! Leave Common Core to the experts! Contact us today for online access and see for yourself!

## Unique Benefits

- 24-hour access to textbooks
- Competitive Pricing
- Flexible one- to six-year adoption options
- Compatible with all platforms and personal e-readers
- Easy registration
- Classroom pilots available!



CORD Online Resources  
FOURTH EDITION

Teaching Materials  
Student Textbooks  
Lesson Plans  
Lab Data Sheets

Welcome to CORD Online Resources

Click on any textbook. Access is available 24-hours a day.

ALGEBRA 1  
ALGEBRA 2  
BRIDGES  
GEOMETRY

Fourth Edition

For any technical issues, there is a contact link at the bottom of this page.

CORD  
COMMUNICATIONS  
tools for contextual teaching

Copyright 2014 Cord Communications.  
Contact [Kathy Kral](mailto:Kathy.Kral@cord.org) [Kathy.Kral@cord.org](mailto:Kathy.Kral@cord.org) to report a website problem or ask a question.

**Contact Us Today** to Review CORD's Contextual Teaching Materials

[www.cordcommunications.com](http://www.cordcommunications.com)

800.231.3015 ext. 375

CORD COMMUNICATIONS CURRICULUM CATALOG **2014/2015**



PO Box 21206 | Waco, TX 76702-1206

[www.CordCommunications.com](http://www.CordCommunications.com)

800-231-3015 ext. 375

### PLEASE ROUTE TO:

- ☐ Principal
- ☐ Mathematics Curriculum Specialist
- ☐ Mathematics Chairman
- ☐ Science Curriculum Specialist
- ☐ Science Chairman
- ☐ CTE Director
- ☐ Staff Development
- ☐ Tech Prep Director
- ☐ Career Pathways Coordinator