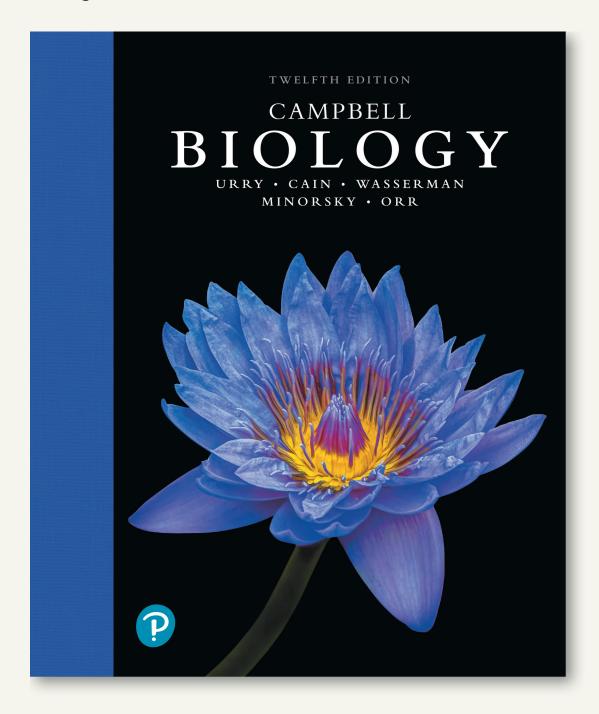
Setting the Standard for Excellence, Accuracy, and Innovation

Campbell Biology, **12th Edition**, delivers an authoritative, accurate, current, and pedagogically innovative experience that helps students make connections so they learn and understand biology. This edition presents new, engaging visual and digital resources that meet demonstrated student needs.





A New Visual Experience for Every Chapter

NEW! Chapter Openers introduce each chapter and feature a question answered with a clear, simple image to help students visualize and remember concepts as they move through each chapter. Each opener includes a Study Tip and highlights of interactive media in Mastering Biology.

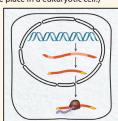
T Gene Expression: From Gene to Protein

KEY CONCEPTS

- **17.1** Genes specify proteins via transcription and translation *p. 336*
- 17.2 Transcription is the DNA-directed synthesis of RNA: A Closer Look p. 342
- 17.3 Eukaryotic cells modify RNA after transcription p. 345
- 17.4 Translation is the RNA-directed synthesis of a polypeptide: A Closer Look p. 347
- 17.5 Mutations of one or a few nucleotides can affect protein structure and function p. 357

Study Tip

Make a visual study guide: Sketch the process shown below, and add labels and details as you read the chapter. (In this exercise, assume all processes take place in a eukaryotic cell.)



ᢒ Go to Mastering Biology

For Students (in eText and Study Area)

- Get Ready for Chapter 17
- BioFlix® Ánimation: Protein Synthesis
 Figure 17.27 Walkthrough: Types of Small-Scale Mutations that Affect mRNA

For Instructors to Assign (in Item Library)

- BioFlix® Tutorial: Protein Synthesis (1 of 3): Overview
- Tutorial: CRISPR: A Revolution in Genome Editing

Ready-to-Go Teaching Module

(in Instructor Resources)

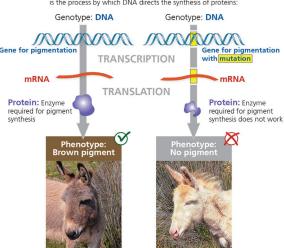
Gene Expression: Mutations (Concept 17.5)



Figure 17.1 A population of albino donkeys grazes on vegetation on the hillsides of Asinara, an Italian island. Several centuries ago, a recessive mutation that disables pigment synthesis arose in the DNA of one donkey and was passed down through the generations. Inbreeding has resulted in a large number of homozygous albino donkeys living on the island today.

How can one change in DNA result in such a dramatic change in appearance?

Proteins are the link between genotype and phenotype. Gene expression is the process by which DNA directs the synthesis of proteins:



335

NEW! A Visual Overview helps students start with the big picture.

Plant Responses to Internal and External Signals

KEY CONCEPTS

- 39.1 Signal transduction pathways link signal reception to response p. 843
- 39.2 Plants use chemicals to communicate p. 845
- 39.3 Responses to light are critical for plant success p. 855
- 39.4 Plants respond to a wide variety of stimuli other than light p. 861
- 39.5 Plants respond to attacks by pathogens and herbivores p. 866

Study Tip

Make a table: As you read the chapter, add specific examples for each of the general categories of responses shown in the diagram.

Factor	Example of plant response
Light	Seed germination in response to red light

So to Mastering Biology

For Students (in eText and Study Area)

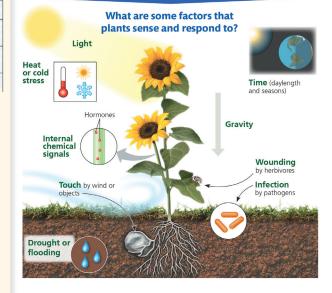
- Get Ready for Chapter 39 · Video: Gravitropism
- Video: Mimosa leaves

For Instructors to Assign (in Item Library)

- Activity: Leaf Abscission
- Activity: Plant Hormones



Figure 39.1 Sunflowers track the sun from east to west each day. After sunset, they reverse direction, facing the direction of the next sunrise. By facing the hot sun ring the day, the floral heads become warmer and release greater amounts of emicals that attract pollinators. Light is just one of the many factors to which a



842

Biology resources

NEW! A Study Tip

provides an activity for

students to help them

the information in the

organize and learn

chapter.

NEW! Kev

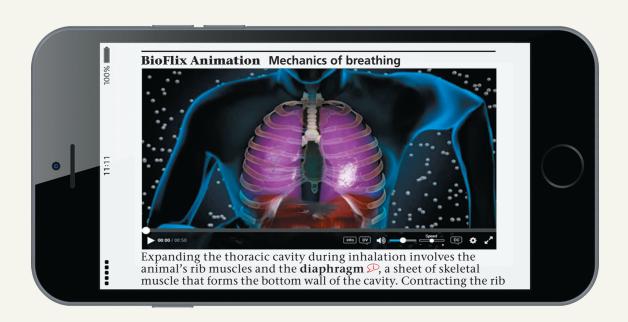
Mastering

are highlighted for students and instructors.

Pearson eText for Campbell Biology:

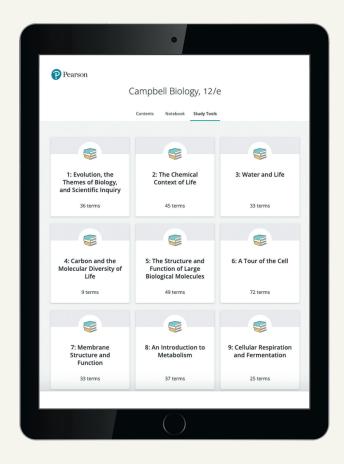
EXPANDED! 500 embedded Videos & Animations help
students visualize complex
biology topics. These
include: new HHMI
BioInteractive Videos and
Animations, new Figure
Walkthroughs, BioFlix® 3-D
Animations, Galápagos
Videos by Peter and
Rosemary Grant, and more.





A Whole New Reading Experience

NEW! The Pearson eText is a simple-to-use, mobile-optimized, personalized reading experience. It allows students to easily highlight, take notes, and review vocabulary all in one place—even when offline. **Pearson** eText for *Campbell Biology* also includes Get Ready for This Chapter Questions, Practice Tests, Figure Walkthroughs, and 500 videos and animations.



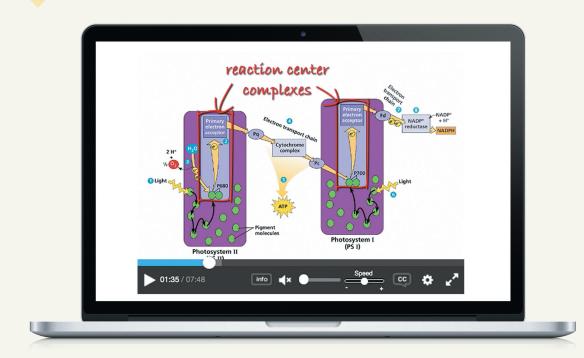
The Pearson eText app is available for download in the app store for approved devices.

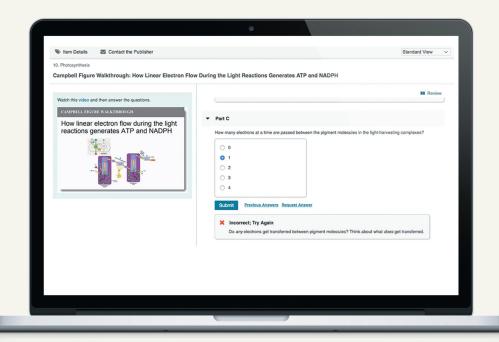




Bringing Innovative Art to Life

NEW! An expanded collection of Figure Walkthroughs guide students through key figures with narrated explanations and figure mark-ups that reinforce important points. These are embedded in the eText and available for assignment in Mastering Biology.





Giving Students the Tools They Need to Succeed

Explore Scientific Papers with Science in the Classroom MAAAS

How are coral reefs responding to climate change?

Go to "Take the Heat" at www.scienceintheclassroom.org.

Instructors: Questions can be assigned in Mastering Biology.



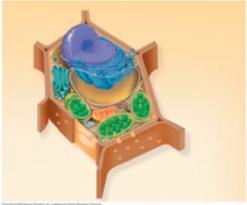
NEW! Science in the Classroom presents annotated journal articles from the American Association for the Advancement of Science (AAAS) and makes reading and understanding primary literature easier for students. The articles include assessments in Mastering Biology, allowing instructors to assign the journal articles.

NEW! Active Reading Guides

support students in actively reading their biology text. Students can download the worksheets from the Study Area in Mastering Biology.

35. On these diagrams of plant and animal cells, label each organelle and give a brief statement of its function.



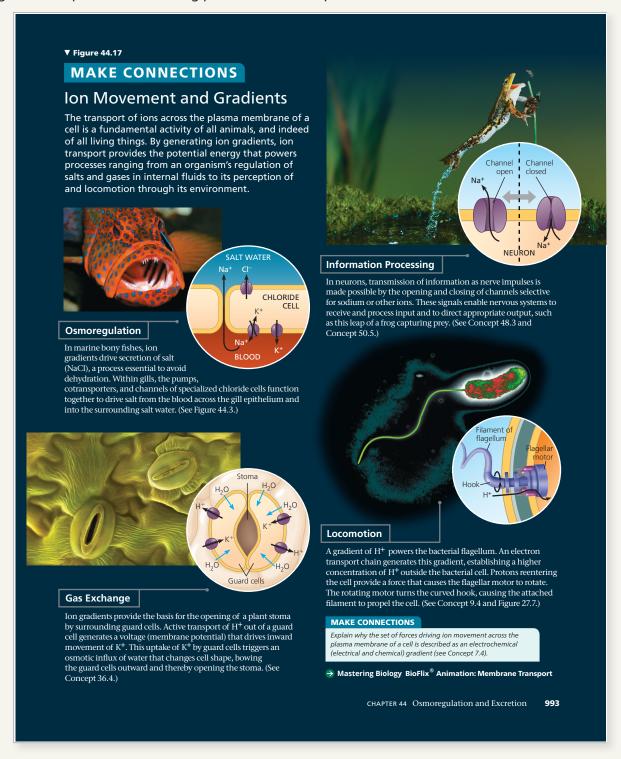


Concept 6.6 The cytoskeleton is a network of fibers that organizes structures and activities in the cell

- 36. What is the cytoskeleton?
- 37. What are the three roles of the cytoskeleton?
- $38. \ There are three \ main \ types \ of \ fibers \ that \ make \ up \ the \ cytoskeleton. \ Name \ them.$
- 39. *Microtubules* are hollow rods made of a globular protein called tubulin. Each tubulin protein is a dimer made of two subunits. These are easily assembled and disassembled. What are four functions of microtubules?

Make Connections Across Multiple Concepts

Make Connections Figures pull together content from different chapters, providing a visual representation of "big picture" relationships.

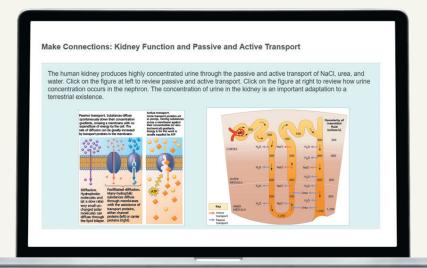


Make Connections Questions in every chapter ask students to relate content to material presented earlier in the course.

CONCEPT CHECK 24.2

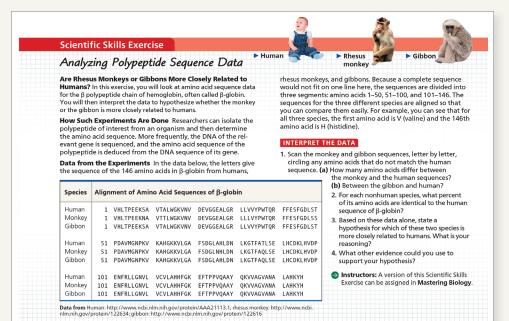
- 1. Summarize key differences between allopatric and sympatric speciation. Which type of speciation is more common, and why?
- 2. Describe two mechanisms that can decrease gene flow in sympatric populations, thereby making sympatric speciation more likely to occur.
- 3. WHAT IF? Is allopatric speciation more likely to occur on an island close to a mainland or on a more isolated island of the same size? Explain your prediction.
- MAKE CONNECTIONS Review the process of meiosis in Figure 13.8. Describe how an error during meiosis could lead to polyploidy.

For suggested answers, see Appendix A.



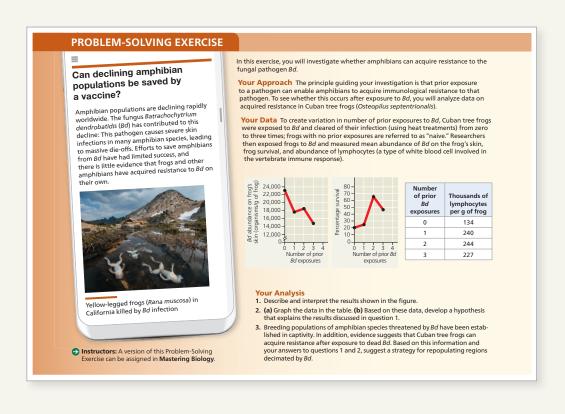
Make Connections
Tutorials connect content
from two different chapters
using art from the book. Make
Connections Tutorials are
assignable and automatically
graded in Mastering Biology and
include answer-specific feedback
for students.

Develop Scientific Skills

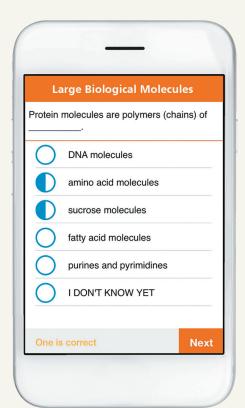


Scientific Skills Exercises in every chapter of the text use real data to build key skills needed for biology, including data analysis, graphing, experimental design, and math skills. Each exercise is also available as an automatically graded assignment in Mastering Biology with answer-specific feedback for students.

Problem-Solving Exercises guide students in applying scientific skills and interpreting real data in the context of solving a real-world problem. A version of each Problem-Solving Exercise can also be assigned in Mastering Biology.

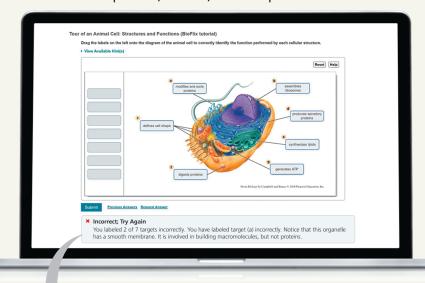


Innovation in Assessment



Dynamic Study Modules use the latest

developments in cognitive science to help students study by adapting to their performance in real time. Students build confidence and understanding, enabling them to participate and perform better, both in and out of class. Available on smartphones, tablets, and computers.



X Incorrect; Try Again

You labeled 2 of 7 targets incorrectly. You have labeled target (a) incorrectly. Notice that this organelle has a smooth membrane. It is involved in building macromolecules, but not proteins.



UPDATED! Test Bank questions have been analyzed and revised with student success in mind. Revisions account for how students read, analyze, and engage with the content.

Wrong-Answer Feedback Using data gathered from all of the students using the program, **Mastering Biology** offers wrong-answer feedback that is specific to each student. Rather than simply providing feedback of the "right/wrong/try again" variety, Mastering Biology guides students toward the correct final answer without giving the answer away.

"I wouldn't have passed my class without Mastering Biology. The feedback doesn't just tell me I'm wrong, it gave me a paragraph of feedback on why I was wrong and how I could better understand it."

—Student, University of Texas at Arlington

Innovation in Instructor Resources

NEW! 5 new Ready-to-Go Teaching Modules expand the number of modules to 15. These instructor resources are designed to make use of teaching tools before, during, and after class, including new ideas for in-class activities. The modules incorporate the best that the text, **Mastering Biology**, and **Learning Catalytics** have to offer and can be accessed through the Instructor Resources area of Mastering Biology.



NEW! Early Alerts in Mastering Biology help instructors know when students may be struggling in the course. This insight enables instructors to provide personalized communication and support at the moment students need it so they can stay—and succeed—in the course.

