



SmartBook for Cultural Anthropology: Appreciating Cultural Diversity

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A leading name in anthropology, Conrad Philip Kottak continues to define student learning in the cultural anthropology course. Cultural Anthropology offers an up-to-date holistic introduction to general anthropology from the four-field perspective. Key themes of appreciating the experiences students bring to the classroom, appreciating human diversity, and appreciating the field of anthropology are showcased throughout the text. Focusing on an increasingly interconnected world, the new Focus on Globalization essays examine topics as diverse as tourism in the ancient and modern worlds, global disease pandemics, world events (including the Olympics and the World Cup), and the expansion of international finance and branding. **What is SmartBook?**

SmartBook is the first and only adaptive e-book designed to change the way students read and learn. It starts by identifying the topics a student knows and does not know. As the student progresses, SmartBook adapts and adjusts the content based on his or her individual strengths, weaknesses and confidence, ensuring that every minute spent studying with SmartBook is the most efficient and productive study time possible.

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How does SmartBook work?

It creates a personalized reading experience by highlighting the most impactful concepts a student needs to learn at that moment in time. As a student engages with SmartBook, the reading experience continuously adapts by highlighting content based on what the student knows and doesn't know. This ensures that the focus is on the content he or she needs to learn, while simultaneously promoting long-term retention of material. Use SmartBook's real-time reports to quickly identify the concepts that require more attention from individual students—or the entire class.

The end result? Students are more engaged with course content, can better prioritize their time, and come to class ready to participate.

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