

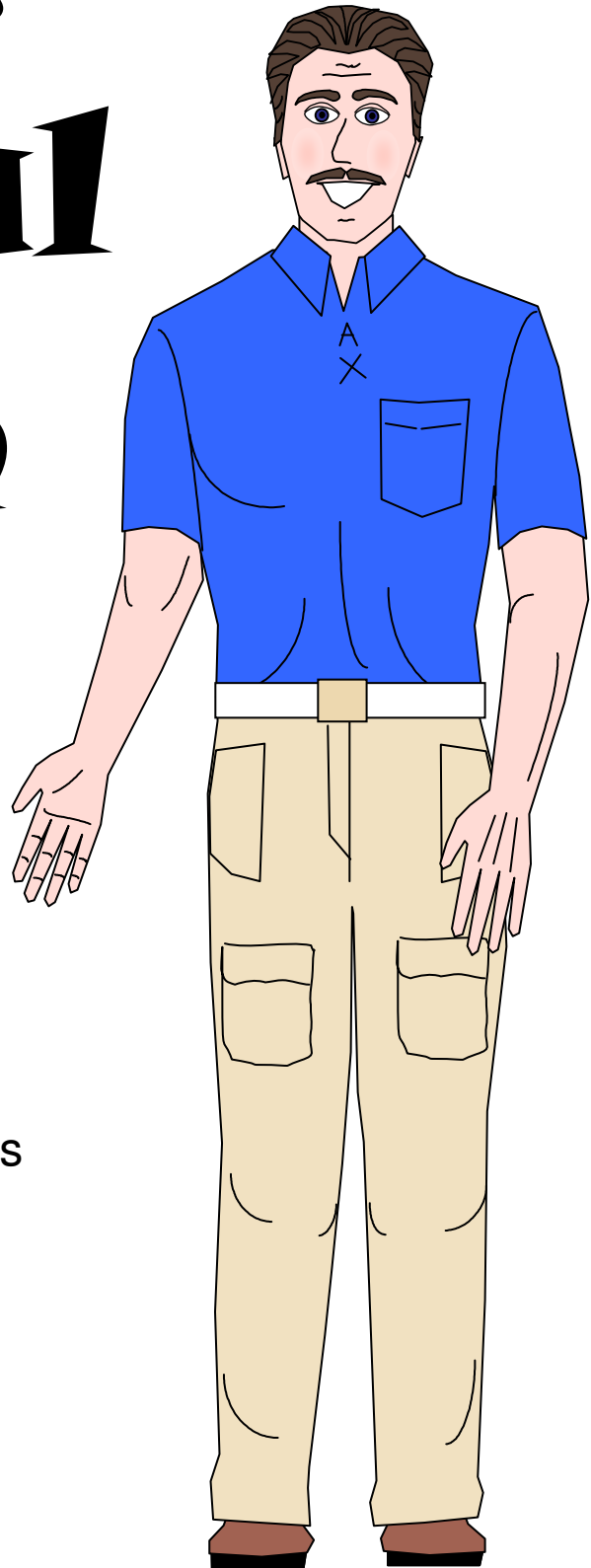
Max Learning's **Mental Math**

*Tips & tricks to improve
your speed & accuracy with
numbers!*

- ★ Addition Attaches
- ★ Subtraction Steals
- ★ Multiplication Magnifies
- ★ Division Dissolves
- ★ Exponentiation Expands
- ★ PEMDAS Prioritizes

*Fun for all ages,
child to adult!*

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Mike Weinberg Enterprises * San Diego, CA



Why Mental Math?



Arithmetic is a Greek word that means “art and skill with numbers.” Traditionally, we learn arithmetic by manipulating numbers and symbols with pencil and paper using techniques that are hundreds of years old. Yet surprisingly, in an age of advanced mathematics, the most common mistakes continue to be *arithmetic* errors!

Mental Math offers a fresh approach to standard arithmetic. With its innovative illustrations and unconventional techniques, you will:

- ★ Use *mental manipulatives* to “see” objects behind the symbols.
- ★ Develop a gut feel for the magnitude and sign of numbers, so that math seems real and careless errors vanish.
- ★ See math operations in a new light: addition attaches, subtraction steals, multiplication magnifies, division dissolves, exponentiation expands.
- ★ Learn to calculate in your head. It can be quicker than pencil-and-paper methods and gives you a real sense of power over numbers.
- ★ Watch industrious *MathBots* manipulate numbers in unexpected ways.
- ★ Employ unforgettable *BrainAids* to help you grasp rules and terms.
- ★ Demonstrate your newfound knowledge with stimulating *BrainDrains*.
- ★ Pronounce unfamiliar terms correctly with the *Pronunciation Guide*.
- ★ Be ready for the next math books in the Max Learning Series:

Fraction Fun
Algebra Antics

Come venture with me into the stimulating world of *Mental Math*!

Max M. Learning