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For hundreds of years, textbooks have put a world of knowledge in the hands of students. But while the way people learn has changed dramatically, the traditional textbook has stayed the same.

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Heavy backpacks. Weighed-down students.

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weight in textbooks.



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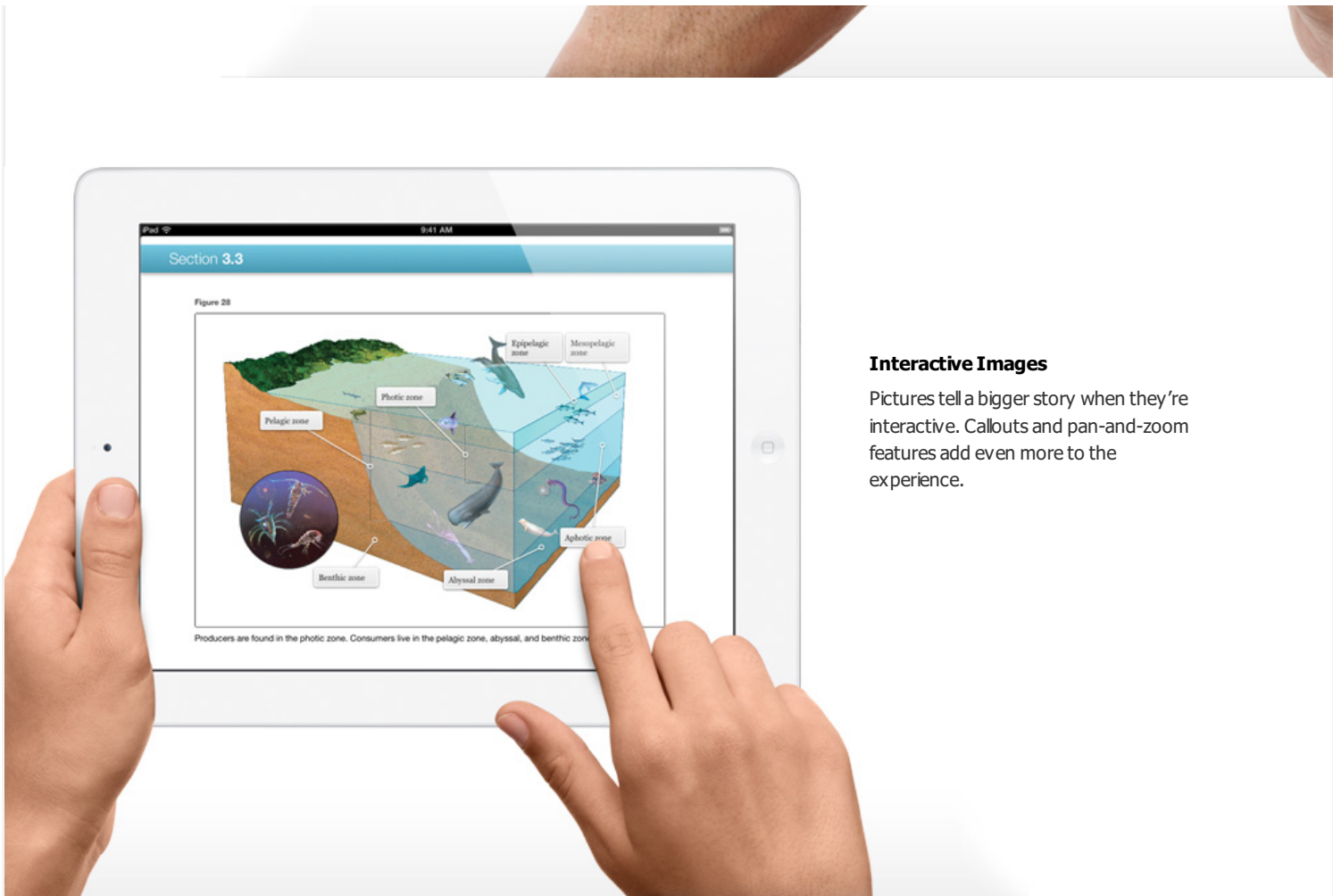
With the Multi-Touch magic of iBooks textbooks, interactive photo galleries bring images to life. Animations burst off the page. And 3D objects rotate with a swipe of a finger.

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Interactive Images

Pictures tell a bigger story when they're interactive. Callouts and pan-and-zoom features add even more to the experience.



Interactive Galleries

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Now that students can truly interact with a textbook, they need a new kind of study aid: one that helps them take notes and review content as they read.

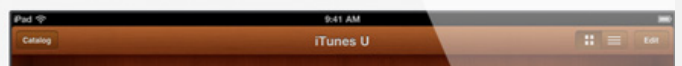
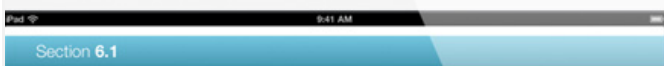
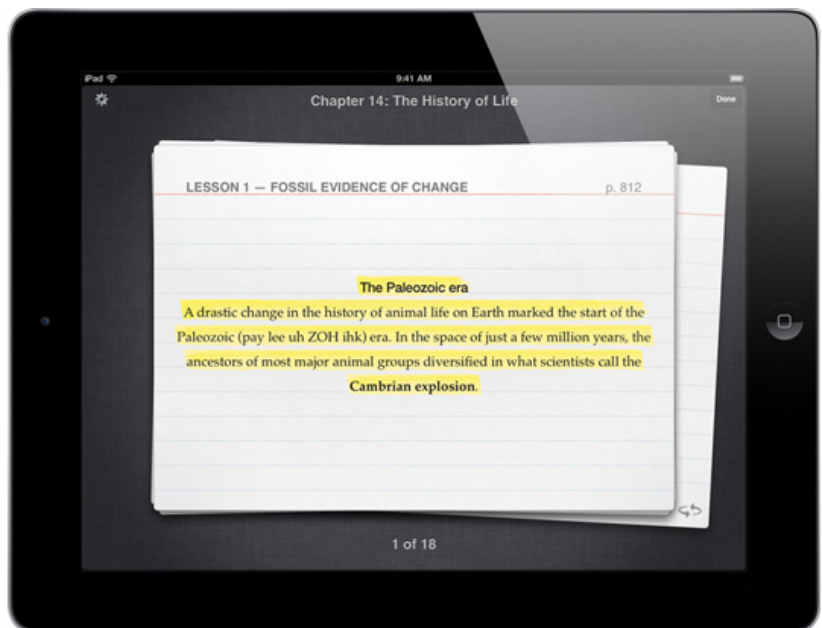


Highlighting and Note-Taking

Use a finger as a highlighter when reading any textbook in iBooks. Just swipe over text and it's highlighted. Tap a highlighted section and a palette appears. Change colors, switch to underlining, or add a note instantly. Then switch to the Notes view to see all your notes and highlights organized in one place, making it a cinch to search or go back to the highlighted sections of the book.

Study Cards

All your notes and highlights automatically appear on study cards. Flip them over and find the definition of a glossary term or the note attached to the highlighted passage. Choose which highlight colors to review, and include chapter vocabulary from the glossary — automatically. To make sure you really know your stuff, you can shuffle your cards to study.



van der Waals Forces

You have learned that positive ions and negative ions form based on the ability of an atom to attract electrons. If the nucleus of the atom has a weak attraction for the electron, it will donate the electron to an atom with a stronger attraction. Similarly, elements in a covalent bond do not always attract electrons equally. Recall also that the electrons in a molecule are in random motion around the nuclei. This movement of electrons can cause an unequal distribution of the electron cloud around the molecule, creating temporary areas of slightly positive and negative charges.



When molecules come close together, the attractive forces between these positive and negative regions pull on the molecules and hold them together. These attractions between the molecules are called van der Waals forces, named for Dutch physicist Johannes van der Waals, who first described the phenomenon. The strength of the attraction depends on the size of the molecule, its shape, and its ability to attract electrons. Although van der Waals forces are not as strong as covalent and ionic bonds, they play a key role in biological processes.

Scientists have determined that geckos can climb smooth surfaces because of van der Waals forces between the atoms in the hairlike structures on their toes, shown in Figure 14, and the atoms on the surface they are climbing.

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