



Traditions & Encounters, Volume B: From 1000 to 1800

Jerry Bentley, Herbert Ziegler

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At McGraw-Hill, we have dedicated the past few years to deepening our understanding of student and instructor experience. Employing a wide array of research tools including surveys, focus groups, and ethnographic studies, we've identified areas in need of improvement to provide an opportunity for greater learning and teaching experiences. The fifth edition of "Traditions & Encounters" is a result of this.

"Traditions & Encounters" also has a rich history of firsts: the first world history text to take a truly global perspective on the past; the first to emphasize connections among cultures; the first to combine twin themes with a seven-part framework, making the huge story of world history more manageable to both teach and learn.

Now "Traditions & Encounters" becomes the first truly interactive world history program: one that marries groundbreaking adaptive diagnostics and interactivities with a captivating narrative and engaging visuals, creating a unique learning environment that propels greater student success and better course results. Instructors gain insight into students' engagement and understanding as students develop a base of knowledge and construct critical thinking skills. Chapter-opening vignettes and a lively narrative keep students turning the page while the adaptive questioning for each chapter and the personalized study plan for each individual student help students prepare for class discussions and course work.

With its hallmark of twin themes, "Traditions & Encounters" continues to tell the story of the cultures and interactions that have shaped world history, while adding redesigned maps, new primary sources, and new chapter- and part-level features that strengthen connections and prompt students to analyze the events and themes in order to build a greater understanding of the past and an appreciation of history's influence on the present. Students are no longer simply reading; they are reading, interacting, and engaging in a visual, auditory, and hands-on learning experience.

Give students an experience. Improve course participation and performance. Experience "Traditions & Encounters," and experience success.



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