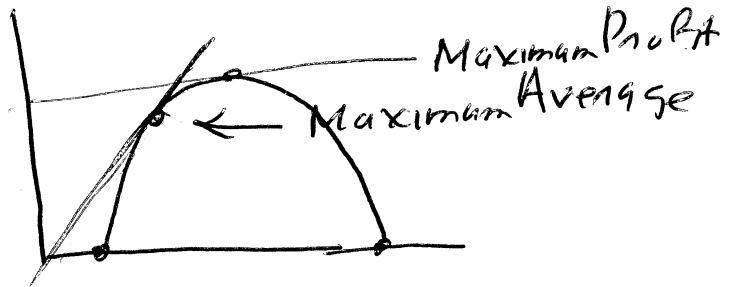


Test One Friday - Sishla in L.C. Cl. 20090309 4  
 § 4.2 (previous stuff assumed)

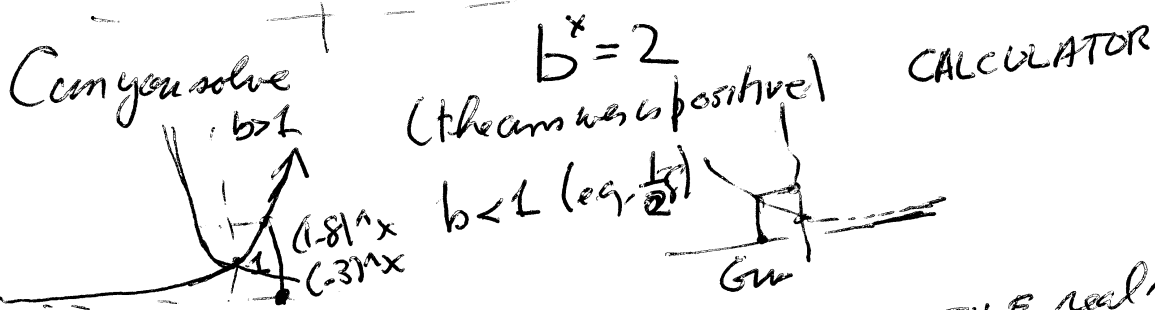
Problem of the day:

Avg Profit  $\frac{P(q)}{q}$   
 Case rule!



Also try cost  
 Problem: Exp and  $\ln C(q)$

Solve  $b^x = x$   $a > 0, a \neq 1$   
 (usually  $a > 1$ )  
 Solution for  $x$  POSITIVE  
 "range" of  $a^x$  is POSITIVE NOS



The function  $b^x$  has range  $\{y \in \mathbb{R} \mid y > 0\}$  all POSITIVE real numbers  
 $b$  fixed POS,  $\neq 1$

Logarithm base  $b$

question  $\log_b(x)$  is the number which answers the question  $b^? = x$

(The INVERSE fn to the "base  $b$  exponent fn")

$b^x$   
 (tautology)  
 $(1.81)^x$

$b^{\log_b(x)} = x$  (for  $x > 0$ )

Calculator

Special Base  $e$  [ ... ] and base 10 Computation

$e^? = x$  called log-base-e  $\log_e(x) = \ln(x)$

[ Literature Base ]  $\ln$   
 $\log_e$   
"log" sometimes

[ Base 10 ]  $\log_{10}$   
"log" most of the time

Calculator. [ LN ] and its INVERSE FN

$e^{\ln(x)} = x = e^{\ln(x)}$

LOG-SPECIAL PROPERTIES (stated for log - "true" for all bases)

$\log_b b = 1$  ( $b^? = b$ )  $\ln(e) = \ln e = 1$

$\log_b 1 = 0$  ( $b^? = 1$ ) answers 0

$\ln(\text{product}) = \text{sum of } \ln$

PROD  $\ln(a \cdot b) = \ln(a) + \ln(b)$

QUOT  $\ln(a/b) = \ln(a) - \ln(b)$

constant POWERS  $\rightarrow$  "constant multiple"

$\ln(x^r) = r \ln(x)$

$\ln(x^r)$  answers the question  $e^? = x$

well.  $e^{[r \ln(x)]} = e^{[\ln(x)]r} = [e^{\ln(x)}]^r = x^r$   
defn.  $x^r$

Graph is reflection to  $y=x$

(can calculator use window "Z" quad)

VARIABLES  
 $> 0$

$\log_e$  makes sense only for  $x > 0$

$\log(\text{negative no.})$  delicate - depends on context!

## Inverse relationship

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$$e^{\ln(x)} = \exp(\ln(x)) = x \quad \boxed{x > 0}$$

$$\ln(e^x) = x$$

 $\boxed{\text{all } x.}$ 

Solving equations: Get "Pure exponentials" on one side (No sums!)

$$3 = e^{20x}$$

Solution:  $\boxed{\text{both sides } > 0 \text{ we take}}$

ln of both sides

$$\ln(3) = \ln(e^{20x})$$

$$= 20x (\ln e)$$

simplification rules for ln

$$= 20(x)$$

$$x = \frac{\ln(3)}{20}$$

Verify: numerically / or definition  
Conversion formulae  $\ln_b a = \frac{\ln(a)}{\ln(b)}$  Don't remember

Unless you are sure you will not make a mistake  
All other  $\log_b$  can be expressed "in terms of  $\ln(x)$ "

Solve  $a^x = b$

(assumed  $a, b, \text{ base } \neq 1$ )

"ln"  $\ln(a^x) = \ln(b)$

" $x$ "  $x(\ln(a)) = \frac{\ln(b)}{\ln(a)}$

(actually this is above)

CC doubling time

$$FV(t) = FV(0) e^{rt}$$

Doubles when  $\frac{FV(t)}{FV(0)} = 2 = e^{rt} \dots t = \frac{\ln(2)}{r}$

$$\ln(2) \approx \frac{.693}{r}; \frac{.70}{.08} \text{ (pulled off 7's)}$$

# Exponential Growth / Decay

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↑  
doubling time / half-life

"Simplify"

$$\ln\left(\frac{1}{x} + \frac{1}{x^2}\right)$$

$$\text{LCD} = \ln\left(\frac{x+1}{x^2}\right) = \ln(x+1) - \ln(x^2)$$

49 Variations

$$C(t) = 0.4(2 - 0.13e^{-0.02t}) = \ln(x+1) - 2\ln(x)$$

$$\text{Solve } C(t) = .75 \leftarrow 0.4(2 - .13e^{-0.02t})$$

$$.75 = 0.4(2 - .13e^{-0.02t})$$

ln immediately does not work

$$.75 = (0.4)(2 - .13e^{-0.02t})$$

$$(.75 - .4 \cdot 2) = -.4(.13)e^{-0.02t}$$

Now take ln both sides