

Abstract Submitted
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Reasons for MATLAB's Popularity and "Targeted to Audience" Textbooks¹ JIM SIZEMORE, Tyler Junior College — MATLAB For Dummies coauthor will present the reasons behind the programming language MATLAB becoming widely adopted in science and engineering. Examples will include symbolic linear equation solving, nonlinear differential equation solving, and fluid dynamics. The Dummies series has also achieved wide adoption due to a presentation style, content choice, and content quantity relevant to getting beginners up to speed in the subject quickly while avoiding excess that overwhelms people. This "Goldilocks" style of the Dummies series will be discussed as it pertains to textbook writing.

¹Appreciation to my MATLAB For Dummies coauthor John Mueller

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