

CONTENTS

Welcome to <i>Academic Connections</i>	vi
Scope and Sequence	xx
Acknowledgments	xxiv

UNIT 1	Biology: Experiments and the Common Cold	1
---------------	---	----------

UNIT 2	Marketing: New Ways to Spread the Message	21
---------------	--	-----------

UNIT 3	Astronomy: Collisions from Space	39
---------------	---	-----------

UNIT 4	Acting: Imagination.....	55
---------------	---------------------------------	-----------

UNIT 5	Psychology: Emotions.....	73
---------------	----------------------------------	-----------

UNIT 6	Sociology: The Effects of Prosperity	91
---------------	---	-----------

UNIT 7	Literature: Chinua Achebe.....	111
---------------	---------------------------------------	------------

UNIT 8	Earth Science: The Water Cycle	127
---------------	---	------------

Audioscript	145
Credits	156
Audio CD Tracking Guide	157