

Organic Chemistry: Principles and Mechanisms Third Edition

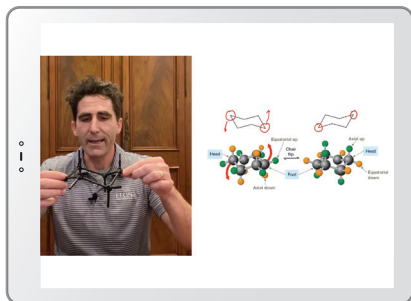
Joel Karty, *Elon University*

digital.wwnorton.com/karty3

Available for
Fall 2022
Courses

Motivate every student to think about, practice, and apply organic chemistry.

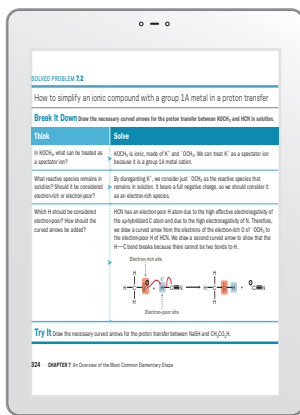
Joel Karty knows that students become more fluent in organic chemistry—understanding both molecular structures and reactions by focusing on mechanisms. The Third Edition of his text introduces a new student-friendly design including a new, two-column Solved Problem format, and new videos that help every student succeed at visualizing and mastering mechanisms.



Videos and animations that help students visualize and master mechanisms

Joel Karty has developed 80 videos and narrated animations on elementary mechanisms and problem solving in organic chemistry. These videos are specifically designed to counter common student misconceptions in organic chemistry and include whiteboard videos, animations, and Strategies for Success videos that compliment this feature.

NEW two-column Think-Solve problems



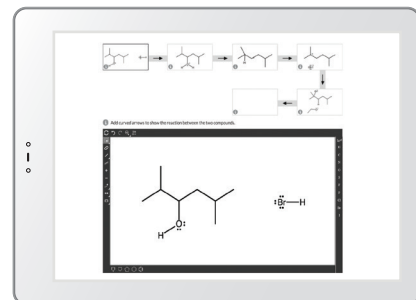
Joel's consistent Think, Solve, Try It approach promotes active reading, problem-solving practice, and immediate application of the concepts. The new two-column format provides scaffolding to help students apply critical thinking skills to solving organic chemistry problems.

A mechanistic organization promotes understanding over memorization

Joel's published research shows that students who learn using a mechanistic organization retain the material longer, perform better on the ACS organic chemistry exam, and are better able to solve problems after the course ends.

Intuitive online homework built by organic chemists

Smartwork is an online homework system that helps students practice applying organic chemistry, which in turn helps them to retain it. The system offers over 4,000 interactive questions—all with hints, feedback, and ebook links—so that students receive coaching in real time.



“Smartwork was extremely helpful. The explanations and hints especially. Most of my understanding came from it.” - *Student, UC Riverside* using the Karty Smartwork course in spring 2021

Norton Teaching Tools

Our new Norton Teaching Tools site provides all of the support resources instructors need to make the switch to an organization by mechanism and continually refresh their syllabus with creative, diverse resources.

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