

CH.4

4.1/4.2: REVIEW

(A) $e^x, \ln x$

What is e ?

e is a # (natural base)
 $e \approx 2.718$

$f(x) = e^x$

Natural exponential func.

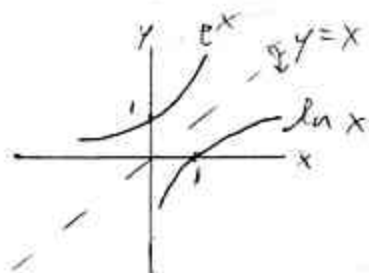
$\Rightarrow f^{-1}(x) = \ln x$, or $\log_e x$

inverse

logarithmic

What's the inverse of e^x ?

Seattle's King Hill
\$263
 $(1.2)^x \approx 9 \times 10^{18}$
\$1.52
\$2ⁿ on square (1)



switch
Domain \leftrightarrow Range

what does that tell you about values of e^x ? (not family values) domain of $\ln x$?

e^x always (+)
We only $\ln(+)$

(Graph entirely above x-axis.)
(to right of y-axis.)

(B) Evaluating logs

what is 8

Ex $\log_2 8 \stackrel{\leftarrow}{=} \boxed{3}$

bec. $2^{\boxed{3}} = 8$

logs are exponents

Need there
for $\frac{d}{dx}(\dots)$

Ex $\ln 1 = \log_e 1 = \boxed{0}$

bec. $e^{\boxed{0}} = 1$

Ex $\ln e = \log_e e = \boxed{1}$

Ex $\ln e^4 = \log_e e^4 = \boxed{4}$

"undo"

(In previous Exs, $1=e^0, e=e^1$)

} From Inverse Properties

Ex $e^{\ln 4} = \boxed{4}$

undo

Ex $\ln 0 = \log_e 0$ undefined

$e^{\boxed{?}} = 0$

© Applies

Exp. Growth: Population

Cont. Comp. Interest

P = principal, or present value
 r = ^{annual nominal} interest rate (decimal)

After t years,

Future value = Pe^{rt}

$P = \$1 \xrightarrow[r=1]{r=.04 (4\%)} FV \approx \1.041

APR (Annual %age Rate) $\approx 4.1\%$

Doubling Time: $\$1 \rightarrow \2 in $t = \frac{\ln 2}{r} = \frac{\ln 2}{.04} \approx 17.3$ yrs.
 or $\$1000 \rightarrow \2000 , (Rule of 70: $t \approx \frac{70}{r \text{ as \%}}$)

Exp. Decay: Radioactive, C-14 (Shroud of Turin - p. 269)
 See "The World's Worst Currency." $\approx 1320AD$

4% nominal

Extra to 4% p/yr.
 Buy Green truck
 p. 280 (2nd)
 1993 Yugo
 21.1% infl.
 500M down rate
 worth .35 \rightarrow 1000 \$
 on 1 imp.
 34 (3rd)
 Dating Older Women
 Shroud of Turin
 2nd: 298
 3rd: 264
 4.2 32
 1928-668-1320AD

4.3: D_x ① $\ln x$

$$\boxed{D_x(\ln x) = \frac{1}{x}} \quad (x > 0)$$

$$\text{Ex } f(x) = \frac{x}{\ln x}$$

What rule do
we use?② Find $f'(x)$

$$f'(x) = \frac{(\ln x) D_x(x) - (x) D_x(\ln x)}{(\ln x)^2} \quad (\text{Quotient Rule})$$

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

many thought
yes

$$= \boxed{\frac{\ln x - 1}{(\ln x)^2}} \quad (\ln x)^2 \neq 2 \ln x$$

Don't strike!

③ Find $f'(e)$

$$f'(e) = \frac{\ln e - 1}{(\ln e)^2}$$

$$= \frac{1 - 1}{(1)^2}$$

$$= \boxed{0}$$

(horiz. tan line)

$$D_x [\ln f(x)] = \frac{1}{f(x)} \cdot \underbrace{f'(x)}_{\text{fail}} = \frac{f'(x)}{f(x)} \quad (f(x) \text{ diff'ble, } > 0)$$

$$D [\ln A] = \frac{1}{A} D(A)$$

Bracula
ln blah

Could do w/out ln
props., but
harder!!

Ex $f(x) = \ln \sqrt[4]{5x^2 + 3}$

(a) Find $f'(x)$

Power (Smackdown) Rule: $\sqrt[n]{M^p} = M^{p/n}$ if $M > 0$

$$f(x) = \ln (5x^2 + 3)^{1/4}$$

$$= \frac{1}{4} \ln (5x^2 + 3)$$

Do not
smack down

Do not split

$$f'(x) = \frac{1}{4} \frac{1}{5x^2 + 3} \cdot \overbrace{10x}^{= 10x}$$

$$= \frac{10x}{4(5x^2 + 3)}$$

$$= \boxed{\frac{5x}{10x^2 + 6}}$$

(b) Approx. $f'(2)$ (to 3 dec. places)

$$f'(2) = \frac{5(2)}{10(2)^2 + 6} \begin{matrix} \leftarrow 10 \\ \leftarrow 46 \end{matrix}$$

$$\approx \boxed{0.217}$$

(\div last!!) } If I had said,
"find $f'(2)$,"
you'd give $\frac{5}{23}$.
Give exact answers,
unless you're told
to approx.

Again, no
splitting!
(5x, 10x^2)

Up to 9

(B) e^x

$$\boxed{D_x(e^x) = e^x}$$

$$\boxed{D_x[e^{f(x)}] = e^{f(x)} \cdot \underbrace{f'(x)}_{\text{tail}}} \quad (f(x) \text{ diff'ble})$$

$$\boxed{D[e^A] = e^A D(A)}$$

$$\begin{aligned} \underline{\text{Ex}} \quad D_x(e^{x^4 + \ln x}) &= e^{x^4 + \ln x} \cdot D_x(x^4 + \ln x) \\ &= \boxed{e^{x^4 + \ln x} (4x^3 + \frac{1}{x})} \end{aligned}$$

$$\underline{\text{Ex}} \quad D_x(e^{10x}) = \boxed{10e^{10x}}_{\text{tail}}$$

$$\begin{aligned} \underline{\text{Ex}} \quad D_x(e^{-\frac{x}{2}}) &= D_x(e^{-\frac{1}{2}x}) \\ &= \boxed{-\frac{1}{2}e^{-\frac{1}{2}x}} \end{aligned}$$

For constant k ,

$$\begin{aligned} \text{If } y &= e^{kx} \\ \Rightarrow y' &= ke^{kx} \\ &= ky \\ y' &= ky \end{aligned}$$

Rate of change is proportional to the current amt. (Ch. 9)

always same fraction (multiple) of

Explains exp. growth in pop, & acct.

Ex On Feb. 1, 2000, you deposited \$3000 at 3% annual interest compounded continuously. How fast does your account grow on Feb. 1, 2007?

Let $A(t)$ = your amt. after t years
 $= Pe^{rt}$
 $= 3000e^{.03t}$

Feb. 1, 2007 $\Leftrightarrow t=7$
 Find $A'(7)$.

$$A'(t) = 3000(.03e^{.03t})$$

$$= 90e^{.03t}$$

$$A'(7) = 90e^{(.03)(7)}$$

$$= 90e^{.21}$$

$$\approx 111.03 \left(\frac{\$}{\text{yr.}}\right)$$

$e^{.03 \cdot 7} \Rightarrow e^{.21}$ Not what I want!!
 e^x button

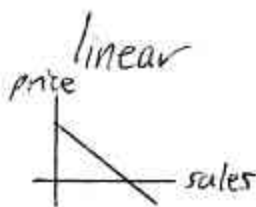
$A(7)$ gives amt. after 7 years
 I don't want $A(7)$, I want



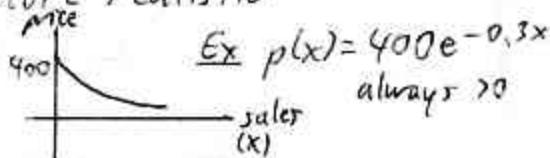
At UCSD - common mistake!!

On Feb. 1, 2007, your account grows at the rate of about \$111.03 per year.

More Econ (Price funcs.)



More realistic:



Note $D_x(2^x) = 2^x \ln 2$

NOT $x2^{x-1}$ (Power Rule doesn't work for this exp'l func.)

In 65-66 (3rd) not assigned

You can't get something for nothing. Tiddler

(4.4): RELATIVE RATES

	Given		
	Current Price	Rate of ↑	Relative Rate of ↑
CDs	\$20	\$2/yr.	$\frac{2}{20} = 0.1$ (10%/yr.)
Computers	\$2000	\$100/yr.	$\frac{100}{2000} = 0.05$ (5%/yr.)

Who bugs you more? The music co. or the computer company?

What's an expr. for relative

$$f(t) = \text{amt. at time } t$$

$$f'(t) = \text{[absolute] rate of change of } f$$

$$\frac{f'(t)}{f(t)} = \text{relative}$$

Good for comparisons!

One way to find $\frac{f'(t)}{f(t)}$ is to find $D_t [\ln f(t)]$.
Easier? ^{$t > 0$}

Why?

$$D_t [\ln f(t)] = \frac{1}{f(t)} \cdot f'(t) = \frac{f'(t)}{f(t)}$$

Ex $f(t) = e^{-t} \sqrt{t^2 + 2}$ (t in years)

(a) Find the relative rate of change.

(b) If do $\frac{f'(t)}{f(t)}$ ← maybe hard to find! at $t=3$.
Expand $\ln f(t)$ Instead, let's

$$\ln f(t) = \ln e^{-t} \sqrt{t^2 + 2}$$

Potatoes, carrots

Do you know how to expand

Note $\ln(MN) = \ln M + \ln N$ ($M, N > 0$)

log (product) = sum of logs

Also $\ln\left(\frac{M}{N}\right) = \ln M - \ln N$

Warning $\ln(M+N)$
↑
can't split

$$= \ln e^{-t} + \ln \sqrt{t^2+2}$$

$$= -t + \overset{\text{Power Rule}}{\ln(t^2+2)^{\frac{1}{2}}}$$

$$= -t + \frac{1}{2} \ln(t^2+2)$$

P_t

$$D_t[\ln f(t)] = -1 + \frac{1}{2} \frac{1}{t^2+2} \cdot 2t$$

$$= \boxed{-1 + \frac{t}{t^2+2}} \quad \text{Answer to (a)}$$

(b) At $t=3$

$$= -1 + \frac{3}{(3)^2+2}$$

$$\approx -0.727$$

Interpret

Enron
stock

Decrease of $\approx 72.7\%$ per year

(Optional)

Elasticity of Demand

= Relative rate of change of demand / price

How sensitive is demand to price changes?

If $> 1 \Rightarrow$ Demand is elastic. (Demand is sensitive to price changes.)

You should lower prices, bec. the \uparrow in demand will make up for it.

Ex luxuries (Restaurant meals: 1.6 If prices \uparrow 10% \Rightarrow demand \downarrow 16%)
close subs available (Tide vs. Cheer)
price war? (Mobil vs. Texaco)

If $= 1 \Rightarrow$ You're maximizing revenue.

If $< 1 \Rightarrow$ (Demand is) inelastic.

You should raise prices, bec. it won't drive away too many people.

Ex potatoes (U.S. chief source of Vit. C!)
Huge harvests \Rightarrow \downarrow price
 \Rightarrow \downarrow rev. (not enough new demand!)

rubber band, under wear if stretch, there's a reaction

Why can this help?
Price war: gas stations "love" Mobil? No... ignores costs

Boats, Buick, not Kenny's Restaurant meals: 1.6

Keven in your book but profit also depends on... cost!!

Final demand? \rightarrow

Cereal prices? Lucky charm vs. Mini-wheats not close subs

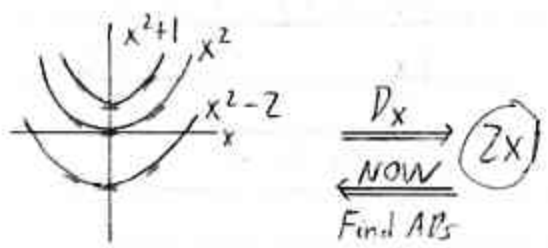
What's the deriv. of x^2 ? If I tell you $2x$ is the deriv. of some func, does it have to be x^2 ?

Wouldn't you agree the slope situation is the same

Given the deriv. func, how do we reconstruct the original func? Usually, we have a whole family of ABs.

S.1: ANTIDERIVATIVES (ABs) and INDEFINITE S.

(A) ABs



Given: $f(x) = 2x$
 Then, $F(x) = x^2 + C$ gives all the ABs of f .
 C is an arbitrary constant

$F'(x) = f(x)$

(B) Indefinite S.

Spoke book.
 It's because of this C that we call these indefinite. We'll flow to the family of func. Revisit 1-4
 read up 1-10
 1-11 with graph

$\int 2x \, dx = x^2 + C$
 \int integral sign, $2x$ the integrand, dx says x is the variable of integration, $=$ an AD of f , x^2 $F(x)$, C constant of integration

(Evaluating the \int)
 Integrating $f(x)$

Form: $\int f(x) dx = F(x) + C$
 $F(x)$ is an AD of f

© Basic Rules

Deriv of x is 1
 $\int 1 dx$

$$D_x(x) = 1$$

$$D_x(3x) = 3$$

$$\int 1 dx = \int dx = x + C$$

$$\int 3 dx = 3x + C$$

D_x to \checkmark

What if we want
to plug x^3 in?
How do we adjust?
Not using
Can't need $\frac{1}{4}$

Power Rule for \int

$$D_x(x^4) = 4x^3$$

$$D_x\left(\frac{x^4}{4}\right) = \frac{1}{4} \cdot 4x^3 = x^3$$

$$\Rightarrow \int 4x^3 dx = x^4 + C$$

$$\Rightarrow \int x^3 dx = \frac{x^4}{4} + C$$

(Remember)

"Sing at sight"

Can't need $\frac{1}{4}$.

Series for \int :
 $\frac{1}{n+1} x^{n+1} + C$

$$\int x^n dx = \frac{x^{n+1}}{n+1} + C \quad \text{if } n \neq -1$$

$$\frac{x^{\text{add 1}}}{\text{copy}} + C$$

If I'm D_x a long
poly. -

\int is Linear, like D_x , \lim

Can \int term-by-term

$$\int c f(x) dx$$

constant factor

① Exs

$$\text{Ex } \int (x^7 + 2x^4 - 1) dx$$

$$= \int x^7 dx + \int 2x^4 dx - \int 1 dx \quad (\text{can skip})$$

$$= \frac{x^8}{8} + 2\left(\frac{x^5}{5}\right) - x + C$$

$$= \boxed{\frac{1}{8}x^8 + \frac{2}{5}x^5 - x + C}$$

Can ✓

$$\text{Ex } \int \left(\frac{3}{x^6} + \frac{2}{\sqrt{x}} + 7 \cdot \sqrt[4]{x^3} \right) dx$$

① Rewrite \Rightarrow Powers, \approx Poly.

$$= \int (3x^{-6} + 2x^{-1/2} + 7x^{3/4}) dx$$

② $\int (+C)$

$$= 3 \left(\frac{x^{-5}}{-5} \right) + 2 \left(\frac{x^{1/2}}{1/2} \right) + 7 \left(\frac{x^{7/4}}{7/4} \right) + C$$

③ Simplify, \div by a frac \Rightarrow by its recip.

$$= -\frac{3}{5}x^{-5} + 2(2)x^{1/2} + 7\left(\frac{4}{7}\right)x^{7/4} + C$$

$$= \boxed{-\frac{3}{5x^5} + 4\sqrt{x} + 4 \cdot \sqrt[4]{x^7} + C}$$

(Am I asking for positive exponents? Radical form?)

$$\text{Ex (\#24)} \int (1-7w) \sqrt[3]{w} \, dw$$

$$= \int (1-7w) w^{1/3} \, dw$$

Algebra!

$$= \int (w^{1/3} - 7w^{1+1/3}) \, dw$$

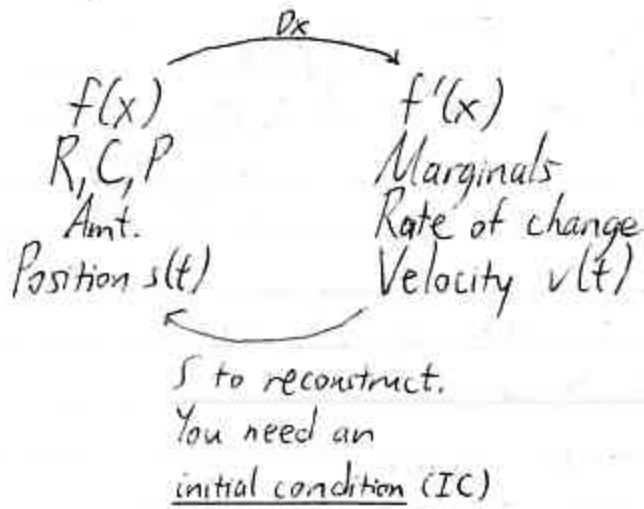
$$= \frac{w^{4/3}}{4/3} - 7 \left(\frac{w^{7/3}}{7/3} \right) + C$$

$$= \frac{3}{4} w^{4/3} - 7 \left(\frac{3}{7} \right) w^{7/3} + C$$

$$= \boxed{\frac{3}{4} w^{4/3} - 3w^{7/3} + C}$$

$$\text{Ex } \int 2 \, dw = 2w + c$$

⑤ Solving Differential Eqs.



Ex The marginal cost func. is $MC(x) = 3x^2 + x$ (\$/doll), where $x = \#$ dolls produced. Fixed costs are \$2000.

① Find the cost func., $C(x)$.

① Setup

Solve the diff. eq.

$$MC(x) \text{ or } C'(x) = 3x^2 + x$$

subject to the IC
 $C(0) = 2000$

(When 0 units are produced, the only costs are ^{fixed} fixed costs.)

Translate into mathem. notation

② Integrate to find the general sol'n

$$\int C'(x) dx = \int (3x^2 + x) dx$$
$$C(x) = x^3 + \frac{x^2}{2} + K$$

We're using
"C" for Cost

Just a sight
Your auditor:
You have
\$20,000 + K
fixed!!

③ Use the IC to solve for K, and
Find the particular sol'n

$$\text{IC: } C(0) = 2000$$

$$\text{When } x=0 \Rightarrow C(x) = 2000,$$

Plug in

$$2000 = (0)^3 + \frac{(0)^2}{2} + K$$

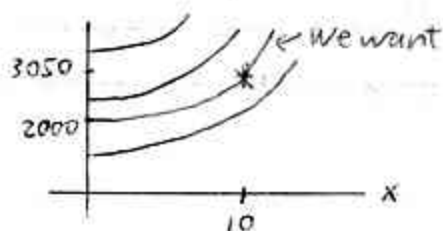
$$K = 2000$$

$$\boxed{C(x) = x^3 + \frac{x^2}{2} + 2000}$$

④ How much does it cost to produce 10 dolls?

$$C(10) = (10)^3 + \frac{(10)^2}{2} + 2000$$
$$= \boxed{\$3050}$$

Gen sol'n (family of funcs.)



(5.2): \int, e^x, \ln (A) e^x

$$D_x(e^x) = e^x$$

$$\Rightarrow \boxed{\int e^x dx = e^x + C}$$

$$\text{Ex } D_x(e^{4x}) = 4e^{4x}$$

$$\Rightarrow \int 4e^{4x} dx = e^{4x} + C$$

$$\Rightarrow \int e^{4x} dx = \frac{e^{4x}}{4} + C$$

For constant k ,

$$\boxed{\int e^{kx} dx = \frac{e^{kx}}{k} + C}$$

Remember, $D_x(e^{kx}) = ke^{kx}$
 (We mult. by k .)
 \int reverses D_x ; we \div .

$$\text{Ex } \int e^{-10x} dx = \frac{e^{-10x}}{-10} + C$$

$$= \boxed{-\frac{1}{10} e^{-10x} + C}$$

$$\text{Ex } \int 4e^{\frac{3x}{7}} dx = \int 4e^{\frac{3}{7}x} dx$$

$$= 4 \left(\frac{e^{\frac{3}{7}x}}{\frac{3}{7}} \right) + C$$

$$= 4 \left(\frac{7}{3} \right) e^{\frac{3}{7}x} + C$$

$$= \boxed{\frac{28}{3} e^{\frac{3}{7}x} + C}$$

When you $D_x e^{kx}$,
 you mult. by k
 when you \int , you
 \div by k

Up to 11

2nd, 3rd

Ex (#40)

A biotech investment, originally worth \$20,000, grows continuously at the rate of $1000e^{0.10t}$ \$/year, where $t = \#$ yrs. since the investment was made.

(a) Find a formula for the value of the investment after t years.

① Setup

Call this $V(t)$.

Solve

$$V'(t) = 1000e^{0.10t}$$

subject to

$$V(0) = 20,000$$

② Gen. Sol'n

$$\begin{aligned} \int V'(t) dt &= \int 1000e^{0.10t} dt \\ V(t) &= 1000 \left(\frac{e^{0.10t}}{0.10} \right) + C \\ &\quad \div \frac{1}{10} \Leftrightarrow \cdot 10 \\ V(t) &= 10,000e^{0.10t} + C \end{aligned}$$

③ Partic. Sol'n

$$\text{When } t=0 \Rightarrow V(t) = 20,000$$

What is $1000e^{0.10t}$
Translate into
mathem.
notation.

What is 20,000?

$$20,000 = 10,000 \underbrace{e^{0.10(0)}}_{= e^0, = 1} + C$$

$$20,000 = 10,000 + C$$

$$C = 10,000 \quad (\text{not } 20,000!!)$$

$$V(t) = 10,000 e^{0.10t} + 10,000$$

(b) Find the value of the investment after 7 years.

$$V(7) = 10,000 e^{\overset{P_0(1t)}{0.10(7)}} + 10,000$$

$$= 10,000 e^{0.70} + 10,000$$

$$\approx \boxed{\$30,137.53}$$

(c: Not in book) When will the investment be worth \$50,000?

Solve $V(t) = 50,000$ for t .

$$10,000 e^{0.10t} + 10,000 = 50,000$$

$$10,000 e^{0.10t} = 40,000$$

$$e^{0.10t} = 4$$

$$\ln e^{0.10t} = \ln 4$$

undo

$$0.10t = \ln 4$$

$$t = \frac{\ln 4}{0.10}$$

Pub?

What's another kind of ? you can use.
You're an investor.

What kills off e as a base?

Your teacher will have found...

$$t \approx 13.9$$

Up fall

After about 13.9 years

(B) ln

$\int \ln x \, dx$ - (122)
Review Power Rule for \int

Ex $\int x^2 \, dx = \frac{x^3}{3} + C$

$$\int x^n \, dx = \frac{x^{n+1}}{n+1} + C \quad \text{if } n \neq -1$$

oh, +C

NO: $\int x^{-1} \, dx = \frac{x^0}{0} + C$

What is $\int x^{-1} \, dx$, or $\int \frac{1}{x} \, dx$?

(4.3) $P_x(\ln x) = \frac{1}{x}$

$\Rightarrow \int \frac{1}{x} \, dx = \ln x + C$
if we have the restriction $x > 0$

if not, say:

$\int \frac{1}{x} \, dx = \ln |x| + C$
(x never 0)

Write this, unless you're given

Ex $\int \frac{4+x}{3x} \, dx = \int \left(\frac{4}{3x} + \frac{x}{3x} \right) \, dx$ (Algebra)
 $= \int \left(\frac{4}{3} \cdot \frac{1}{x} + \frac{1}{3} \right) \, dx$
 $= \frac{4}{3} \ln |x| + \frac{1}{3}x + C$

CH. 4, S. 1, S. 2Ch. 2 D_x Rules

Prod., Quot., Gen. Power, Linearity

(4.1) Cont. Comp. Interest
Future Value = Pe^{rt}

(4.2) \ln Props.

$$\begin{aligned} \ln 1 &= 0 & (\text{ie., } \log_e 1 &= \boxed{0} \quad e^{\boxed{0}} = 1) \\ \ln e &= 1 \\ \ln e^{\#} &= \# \end{aligned}$$

$$\left. \begin{aligned} \ln M^p \\ \ln MN &= \ln M + \ln N \\ \ln \frac{M}{N} &= \ln M - \ln N \end{aligned} \right\} M, N > 0$$

$$\begin{aligned} (4.3) \quad D_x (\ln x) &= \frac{1}{x} \\ D (\ln A) &= \frac{1}{A} D(A) \end{aligned} \left. \vphantom{\begin{aligned} D_x (\ln x) \\ D (\ln A) \end{aligned}} \right\} x, A > 0$$

$\underbrace{\hspace{1.5cm}}_{\text{Props. ?}} \quad \underbrace{\hspace{1.5cm}}_{\text{tail from Chain Rule}}$

$$\begin{aligned} D_x (e^x) &= e^x \\ D (e^A) &= e^A \underbrace{D(A)}_{\text{tail}} \end{aligned}$$

(4.4) Relative rate of change of f

$$= \frac{f'(t)}{f(t)} \quad \text{or} \quad D_t \left[\ln \overset{>0}{f(t)} \right]$$

$\underbrace{\hspace{1.5cm}}_{\text{Props. ?}}$

Ex in %/yr.

(5.1, 5.2)

Deriv. of what
is 4 (wrt x)?

Indefinite \int s

$$\int 4 dx = 4x + C$$

$$\int x^n dx = \frac{x^{n+1}}{n+1} + C \quad (n \neq -1)$$

$$\int x^{-1} dx \text{ or } \int \frac{1}{x} dx = \ln|x| + C$$

$$\int e^x dx = e^x + C$$

$$\int e^{kx} dx = \frac{e^{kx}}{k} + C$$

$D_x(e^{kx}) = e^{kx} \cdot k$

\int linear

Rewrite \Rightarrow Powers, \approx Poly.

Algebra

Solving Diff. Eqs. subject to IC

Do an Ex

Reconstruct $f(x)$ from $f'(x)$, IC.

① Setup

② $\int \Rightarrow$ find Gen. Sol'n

③ Use IC to solve for C or K
 \Rightarrow find Partic. Sol'n

Use $f(x)$ to answer ?s

Eval $f(\#)$

Solve an [exp'l] eq.

$$\text{Ex } 10,000 e^{0.10t} + 10,000 = 50,000$$

Solve for
Use \ln

Word probs.
Interpret
Units