Business and Life Calculus

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Derivatives and Their Uses

- Limits and Continuity
- Continuity
- Rates of Change, Slopes and Derivatives
- Some Differentiation Formulas
- The Product and Quotient Rules
- Higher-Order Derivatives
- Chain and Generalized Power Rules

Subsection 1

Limits and Continuity

Limits

The statement

$$\lim_{x\to c} f(x) = L,$$

read the limit of f(x) as x approaches c is L, means that the value of y = f(x) approaches arbitrarily close to L as x approaches sufficiently close from either side (but is not equal to) c.



Limits Using Graphs

- Consider the function f(x) whose graph is shown below: Find
 - f(1) = 2;
 - $\lim_{x\to 1} f(x) = 1;$
- Consider the function g(x) whose graph is given below: Find
 - g(-1) = 3;
 - $\lim_{x \to -1} g(x) = \text{Does Not Exist.}$



One-Sided Limits

- The statement lim f(x) = L, read the limit of f(x) as x approaches c from the left is L, means that the value of y = f(x) approaches arbitrarily close to L as x approaches sufficiently close from the left (but is not equal to) c;
- The statement lim f(x) = L, read the limit of f(x) as x approaches c from the right is L, means that the value of y = f(x) approaches arbitrarily close to L as x approaches sufficiently close from the right (but is not equal to) c;
- Revisiting the function g:

We have
$$\lim_{x\to -1^-} g(x) = 3$$
; and $\lim_{x\to -1^+} g(x) = 1$.



Limits Using Graphs I

• Consider the function f whose graph is given below:

We have f(0) = 2; $\lim_{x \to 0^{-}} f(x) = -1;$ $\lim_{x \to 0^{+}} f(x) = 2;$ $\lim_{x \to 0^{+}} f(x) = \text{DNE}.$



Limits Using Graphs II

• Consider the function f whose graph is given below:





Two Important Simple Limits

- Consider the function f(x) = a, a constant;
- Consider, also g(x) = x;

What is

$$\lim_{\substack{x \to c}} f(x) = a$$
$$\lim_{\substack{x \to c}} g(x) = c$$



• So, for all real numbers *a*, *c*, we have the rules

$$\lim_{x \to c} a = a \quad \text{and} \quad \lim_{x \to c} x = c.$$

Rules for Limits

- We would like to be able to find limits without having to graph;
- For this reason we develop some algebraic rules for computing limits;

Rules for Limits

$$\lim_{x\to c} a = a; \text{ and } \lim_{x\to c} x = c;$$

$$\lim_{x\to c} [f(x)^n] = (\lim_{x\to c} f(x))^n;$$

$$\lim_{x \to c} \sqrt[n]{f(x)} = \sqrt[n]{\lim_{x \to c} f(x)}, \text{ if } \lim_{x \to c} f(x) \ge 0, \text{ when } n \text{ is even};$$

• If
$$\lim_{x\to c} f(x)$$
 and $\lim_{x\to c} g(x)$ both exist, then

a.
$$\lim_{x \to c} [f(x) + g(x)] = \lim_{x \to c} f(x) + \lim_{x \to c} g(x)$$

b.
$$\lim_{x \to c} [f(x) - g(x)] = \lim_{x \to c} f(x) - \lim_{x \to c} g(x);$$

c.
$$\lim_{x \to c} [f(x) \cdot g(x)] = [\lim_{x \to c} f(x)] \cdot [\lim_{x \to c} g(x)]$$

d.
$$\lim_{x \to c} \frac{f(x)}{g(x)} = \lim_{x \to c \atop x \to c} f(x), \text{ if } \lim_{x \to c} g(x) \neq 0.$$

Using the Rules to Find Limits

• Use the rules to compute the following limits:

•
$$\lim_{x \to -3} (2x^2 - 3x + 1)$$

$$\lim_{x \to -3} (2x^2) - \lim_{x \to -3} (3x) + \lim_{x \to -3} 1$$

$$\lim_{product} (\lim_{x \to -3} 2) \cdot (\lim_{x \to -3} (x^2)) - (\lim_{x \to -3} 3) \cdot (\lim_{x \to -3} x) + \lim_{x \to -3} 1$$

$$\lim_{x \to -3} (\lim_{x \to -3} 2) \cdot ((\lim_{x \to -3} x)^2) - (\lim_{x \to -3} 3) \cdot (\lim_{x \to -3} x) + \lim_{x \to -3} 1$$

$$\lim_{x \to 11} \sqrt{x - 2} \operatorname{reot} (-3) + 1 = 28;$$

•
$$\lim_{x \to 11} \sqrt{x - 2} \operatorname{reot} \sqrt{\lim_{x \to 11} (x - 2)} \stackrel{\text{differ}}{=} \sqrt{\lim_{x \to 11} x - \lim_{x \to 11} 2} \stackrel{\text{basic}}{=} \sqrt{11 - 2} = 3;$$

•
$$\lim_{x \to 6} \frac{x^2}{x + 3} \stackrel{\text{quotient}}{=} \frac{\lim_{x \to 6} (x^2)}{\lim_{x \to 6} (x + 3)} \stackrel{\text{sum/prod}}{=} \frac{(\lim_{x \to 6} x)^2}{\lim_{x \to 6} x + \lim_{x \to 6} 3} \stackrel{\text{basic}}{=} \frac{6^2}{6 + 3} = \frac{36}{9} = 4.$$

Summary of the Rules: The Substitution Principle

• For functions composed of additions, subtractions, multiplications, divisions, powers and roots, limits may be evaluated by direct substitution, provided that the resulting expression is defined:

$$\lim_{x\to c} f(x) = f(c);$$

- For instance, as we saw in previous slide:
 - $\lim_{x \to -3} (2x^2 3x + 1) = 2(-3)^2 3(-3) + 1 = 28;$

•
$$\lim_{x \to 11} \sqrt{x-2} = \sqrt{11-2} = 3;$$

•
$$\lim_{x \to 6} \frac{x^2}{x+3} = \frac{6^2}{6+3} = 4;$$

• The problem arises when, in attempting to apply the rules the resulting expression is not defined; In that case, we may not conclude that the limit does not exist; Since the rules are not applicable, we simply have to employ some other technique to find it!

Examples Where Rules do not Apply

• Let
$$f(x) = \frac{x^2 + 6x - 7}{x - 1}$$
; Since $\lim_{x \to 1} (x - 1) = 0$, in computing
 $\lim_{x \to 1} \frac{x^2 + 6x - 7}{x - 1}$, we cannot apply the quotient rule, i.e., we cannot
write $\lim_{x \to 1} \frac{x^2 + 6x - 7}{x - 1} = \frac{\lim_{x \to 1} (x^2 + 6x - 7)}{\lim_{x \to 1} (x - 1)}$;
The expression on the right does not even make sense;
• Let $f(x) = \frac{x - 11}{\sqrt{x - 2} - 3}$; Since $\lim_{x \to 11} (\sqrt{x - 2} - 3) = 0$, in computing
 $\lim_{x \to 11} \frac{x - 11}{\sqrt{x - 2} - 3}$, we cannot apply the quotient rule, i.e., we cannot
write $\lim_{x \to 11} \frac{x - 11}{\sqrt{x - 2} - 3} = \frac{\lim_{x \to 11} (x - 11)}{\lim_{x \to 11} (\sqrt{x - 2} - 3)}$;
The expression on the right does not make sense either;
• So what are we supposed to do in these cases?

Finding Limits by Factoring and Simplifying

Compute the following limits:

• $\lim_{x \to 1} \frac{x^2 - 1}{x - 1} (\stackrel{\text{quotient}}{=} \stackrel{0}{=}) \stackrel{\text{factor}}{=} \lim_{x \to 1} \frac{(x + 1)(x - 1)}{x - 1} \stackrel{\text{simplify}}{=} \lim_{x \to 1} (x + 1) \stackrel{\text{substitute}}{=}$ 1 + 1 = 2: • $\lim_{x \to 5} \frac{2x^2 - 10x}{x - 5} \left(\stackrel{\text{quotient}}{=} \frac{0}{0} \right) \stackrel{\text{factor}}{=} \lim_{x \to 5} \frac{2x(x - 5)}{x - 5} \stackrel{\text{simplify}}{=} \lim_{x \to 5} (2x) \stackrel{\text{substitute}}{=} 2 \cdot 5 =$ 10: • $\lim_{x \to 1} \frac{x^2 + 6x - 7}{x - 1} \left(\stackrel{\text{quotient}}{=} \frac{0}{0} \right) \stackrel{\text{factor}}{=} \lim_{x \to 1} \frac{(x - 1)(x + 7)}{x - 1} \stackrel{\text{simplify}}{=}$ $\lim_{x\to 1} (x+7) \stackrel{\text{substitute}}{=} 1+7=8;$ • $\lim_{x \to 1} \frac{\frac{1}{x} - 1}{x - 1} (\stackrel{\text{quotient}}{=} \frac{0}{0}) \stackrel{\text{subtract}}{=} \lim_{x \to 1} \frac{\frac{1}{x} - \frac{x}{x}}{x - 1} = \lim_{x \to 1} \frac{\frac{1 - x}{x}}{x - 1} \stackrel{\text{divide}}{=}$ $\lim_{x \to 1} \frac{-(x-1)}{x(x-1)} \stackrel{\text{simplify}}{=} \lim_{x \to 1} \frac{-1}{x} \stackrel{\text{substitute}}{=} \frac{-1}{1} = -1.$

Finding Limits by Multiplying by the Conjugate I

• Compute the following limit:

•
$$\lim_{x \to 9} \frac{2\sqrt{x+7}-8}{x-9} (\stackrel{\text{(uotient }}{=} \frac{0}{0}) \stackrel{\text{conjugate}}{=} \\ \lim_{x \to 9} \frac{(2\sqrt{x+7}-8)(2\sqrt{x+7}+8)}{(x-9)(2\sqrt{x+7}+8)} \stackrel{\text{multiply top}}{=} \\ \lim_{x \to 9} \frac{4(x+7)-64}{(x-9)(2\sqrt{x+7}+8)} \stackrel{\text{simplify}}{=} \lim_{x \to 9} \frac{4x+28-64}{(x-9)(2\sqrt{x+7}+8)} = \\ \lim_{x \to 9} \frac{4x-36}{(x-9)(2\sqrt{x+7}+8)} \stackrel{\text{factor}}{=} \lim_{x \to 9} \frac{4(x-9)}{(x-9)(2\sqrt{x+7}+8)} \stackrel{\text{simplify}}{=} \\ \lim_{x \to 9} \frac{4}{2\sqrt{x+7}+8} \stackrel{\text{substitute}}{=} \frac{4}{2\sqrt{9+7}+8} = \frac{1}{4}.$$

Finding Limits by Multiplying by the Conjugate II

• Compute the following limit:

•
$$\lim_{x \to 11} \frac{x - 11}{\sqrt{x - 2} - 3} \left(\stackrel{\text{quotient}}{=} \frac{0}{0} \right)^{\text{conjugate}} \lim_{x \to 11} \frac{(x - 11)(\sqrt{x - 2} + 3)}{(\sqrt{x - 2} - 3)(\sqrt{x - 2} + 3)} \stackrel{\text{multiply bottom}}{=} \lim_{x \to 11} \frac{(x - 11)(\sqrt{x - 2} + 3)}{x - 2 - 9} = \lim_{x \to 11} \frac{(x - 11)(\sqrt{x - 2} + 3)}{x - 11} \stackrel{\text{simplify}}{=} \lim_{x \to 11} (\sqrt{x - 2} + 3) \stackrel{\text{substitute}}{=} \sqrt{11 - 2} + 3 = 6.$$

Limits Where $y \to \pm \infty$

- $\lim_{x\to c^-} f(x) = \infty$ means that the values of f(x) grow arbitrarily large as x approaches c from the left;
- $\lim_{x\to c^+} f(x) = \infty$ means that the values of f(x) grow arbitrarily large as x approaches c from the right;
- $\lim_{x\to c} f(x) = \infty$ means that both $\lim_{x\to c^-} f(x) = \infty$ and $\lim_{x\to c^+} f(x) = \infty$ are true;
- Consider the function $f(x) = \frac{1}{x}$ whose graph is given below:

$$\lim_{\substack{x \to 0^- \\ x \to 0^+}} f(x) = -\infty;$$
$$\lim_{\substack{x \to 0^+ \\ \lim_{x \to 0}}} f(x) = \infty;$$



Another Example

• Consider the function $f(x) = \frac{1}{(x-1)^2}$ whose graph is given below:

$$\lim_{\substack{x \to 1^{-} \\ \lim_{x \to 1^{+}} f(x) = \infty; \\ \lim_{x \to 1^{+}} f(x) = \infty; \\ \lim_{x \to 1} f(x) = \infty.$$



Limits Where $x \to \pm \infty$

- $\lim_{x \to -\infty} f(x) = L$ means that the values of f(x) get arbitrarily close to L as x grows arbitrarily small;
- $\lim_{x\to\infty} f(x) = L$ means that the values of f(x) get arbitrarily close to L as x grows arbitrarily large;
- Consider, again $f(x) = \frac{1}{x}$ whose graph is given below:

$$\lim_{\substack{x \to -\infty \\ \lim_{x \to \infty} f(x) = 0}} f(x) = 0;$$



Graphical Examples of Limits Involving Infinity

• Consider the function f(x) whose graph is given below:

$$\lim_{x \to -\infty} f(x) = 2; \qquad \lim_{x \to \infty} f(x) = -1;$$
$$\lim_{x \to 0^{-}} f(x) = -\infty; \qquad \lim_{x \to 0^{+}} f(x) = \infty;$$
$$\lim_{x \to 0} f(x) = \mathsf{DNE};$$
$$\lim_{x \to 1^{-}} f(x) = -\infty; \qquad \lim_{x \to 1^{+}} f(x) = -\infty;$$
$$\lim_{x \to 1} f(x) = -\infty.$$



Algebraic Computation of Limits Involving Infinity

- Suppose that you would like to compute lim f(x); Try plugging in c for x to see if the resulting expression is defined; If yes, you may use the substitution property; In addition, be aware of the following cases (a is a fixed real):
 - The form $\frac{a}{\pm\infty}$: Always approaches 0:
 - For example, $\lim_{x\to\infty}\frac{1}{x}=0, \lim_{x\to-\infty}\frac{5}{x+2}=0;$
 - The form $\frac{a}{0}$ with $a \neq 0$: Always approaches $\pm \infty$:
 - For example, $\lim_{x\to 0^+} \frac{1}{x} = +\infty$, $\lim_{x\to 5^-} \frac{3}{x-5} = -\infty$;
 - The forms $\frac{0}{0}$ and $\frac{\pm \infty}{\pm \infty}$: These are undetermined; But this does not necessarily mean that limits do not exist; It simply means that we have to work harder to reveal what really happens;
 - For example, $\lim_{x \to \infty} \frac{x^2}{x} = \lim_{x \to \infty} x = \infty, \lim_{x \to \infty} \frac{x}{x^2} = \lim_{x \to \infty} \frac{1}{x} = 0, \lim_{x \to 0^-} \frac{x}{x^2} = \lim_{x \to 0^-} \frac{1}{x} = -\infty.$

More Involved Examples

• Compute the limits of the following rational functions:

•
$$\lim_{x \to \infty} \frac{3x^3 - x + 1}{x^3 + 2x} \stackrel{\text{divide by } x^3}{=} \lim_{x \to \infty} \frac{\frac{3x^3 - x + 1}{x^3}}{\frac{x^3 + 2x}{x^3}} \stackrel{\text{break}}{=} \lim_{x \to \infty} \frac{\frac{3x^3 - x}{x^3} + \frac{1}{x^3}}{\frac{x^3}{x^3} + \frac{2x}{x^3}} \stackrel{\text{simplify}}{=}$$
$$\lim_{x \to \infty} \frac{3 - \frac{1}{x^2} + \frac{1}{x^3}}{1 + \frac{2}{x^2}} \stackrel{\text{take limits}}{=} \frac{3 - 0 + 0}{1 + 0} = 3;$$
$$\lim_{x \to \infty} \frac{5x + 3}{x^2 - 1} \stackrel{\text{divide by } x^2}{=} \lim_{x \to \infty} \frac{\frac{5x + 3}{x^2}}{\frac{x^2 - 1}{x^2}} \stackrel{\text{break}}{=} \lim_{x \to \infty} \frac{\frac{5x}{x^2} + \frac{3}{x^2}}{\frac{x^2}{x^2} - \frac{1}{x^2}} \stackrel{\text{simplify}}{=}$$
$$\lim_{x \to \infty} \frac{\frac{5}{x} + \frac{3}{x^2}}{1 - \frac{1}{x^2}} \stackrel{\text{take limits}}{=} \frac{0 + 0}{1 - 0} = 0;$$
$$\lim_{x \to \infty} \frac{\frac{x^3 + 5x}{2x^2 + 7}}{\frac{2x^2}{x^2} + \frac{1}{x^2}} \stackrel{\text{divide by } x^2}{=} \lim_{x \to \infty} \frac{\frac{x^3 + 5x}{x^2}}{\frac{2x^2 + 7}{x^2}} \stackrel{\text{break}}{=} \lim_{x \to \infty} \frac{\frac{x^3 + 5x}{x^2} + \frac{5x}{x^2}}{\frac{2x^2}{x^2} + \frac{7}{x^2}} \stackrel{\text{simplify}}{=}$$
$$\lim_{x \to \infty} \frac{\frac{x + \frac{5}{x}}{2x^2 + 7}}{\frac{2x^2}{x^2}} \stackrel{\text{take limits}}{=} \frac{\infty}{0 + 0} = \infty.$$

Limits of Rational Functions as $x \to \pm \infty$

• The examples in the previous slide suggest the following general rule for finding

$$\lim_{x\to\infty}\frac{P(x)}{Q(x)},$$

for P(x) and Q(x) polynomial functions:

If the degree of the numerator is greater than the degree of the denominator, then the limit is $\pm\infty$;

$$\lim_{x\to\infty}\frac{x^3+5x}{2x^2+7}=\infty;$$

If the degree of the numerator and the degree of the denominator are equal, then the limit is equal to the ratio of the leading coefficients;

•
$$\lim_{x \to \infty} \frac{3x^3 - x + 1}{x^3 + 2x} = \frac{3}{1} = 3;$$

If the degree of the numerator is less than the degree of the denominator, then the limit is 0;

•
$$\lim_{x \to \infty} \frac{5x+3}{x^2-1} = 0.$$

Subsection 2

Continuity

Continuity at a Point Geometrically

- A function is continuous at x = c if its graph passes through (c, f(c)) without a "hole" or a "jump";
- Let us take a look at y = f(x)



The function f(x) depicted is discontinuous at the points -4, 2 and 4, but it is continuous at -1;

- At points of continuity, we can draw graph moving from left to right passing through the point without having to lift pencil from paper;
- This is not true at the points of discontinuity; There the "hole" or the "jump" forces us to reposition the pencil by lifting it from the paper as we move from left to right through the point.

Continuity at a Point Algebraically

• A function is **continuous at** x = c if

f(c) is defined;

This means a graph has a point at x = c.

• $\lim_{x\to c} f(x)$ exists;

This means that $\lim_{x\to c^-} f(x) = \lim_{x\to c^+} f(x)$; So, as x approaches c from left, f(x) stays at same level as when x approaches c from the right. Thus, f does not "jump" passing through c.

•
$$\lim_{x\to c} f(x) = f(c).$$

The point of the graph at c has to be at the same level as that approached by f(x) when x approaches c; So, no "hole" occurs over c.

Example Revisited

• Let us look again at y = f(x):





Left and Right Continuity at a Point

- If $\lim_{x\to c^-} f(x) = f(c)$, then we say that f is left continuous at c;
- If $\lim_{x\to c^+} f(x) = f(c)$, then we say that f is **right continuous at** c;
- Since for continuity at c we require that $\lim_{x\to c} f(x) = f(c)$ (which means $\lim_{x\to c^-} f(x) = f(c) = \lim_{x\to c^+} f(x)$), it is clear that:

f is continuous at c if and only if it is both left and right continuous at c.

Example Revisited

• Let us look again at y = f(x):



- At x = -4, $\lim_{x \to -4^-} f(x) = 3 = f(-4)$. So f is left continuous at x = -4:
- At x = 2, $\lim_{x \to 2^{-}} f(x) = -1 = f(2)$. So f is left continuous at x = 2;
- At x = 4, f(4) does not exist. So f can be neither left nor right continuous at x = 4.

Algebraic Example

• Consider the piece-wise defined function

$$f(x) = \begin{cases} x+2, & \text{if } x < -1 \\ x^2 & \text{if } -1 \le x < 2 \\ -x^2+7, & \text{if } x \ge 2 \end{cases}$$

 We first investigate whether *f* is continuous, left/right continuous or discontinuous at *x* = −1.

$$f(-1) = (-1)^{2} = 1;$$

$$\lim_{x \to -1^{-}} f(x) = \lim_{x \to -1^{-}} (x+2) = -1 + 2 = 1;$$

$$\lim_{x \to -1^{+}} f(x) = \lim_{x \to -1^{+}} x^{2} = (-1)^{2} = 1;$$

$$\lim_{x \to -1} f(x) = 1;$$

Therefore $\lim_{x\to -1} f(x) = 1 = f(-1)$ and f is continuous at x = -1;

Algebraic Example (Cont'd)

- Consider, again, the piece-wise defined function $f(x) = \begin{cases} x+2, & \text{if } x < -1 \\ x^2 & \text{if } -1 \le x < 2 \\ -x^2+7, & \text{if } x \ge 2 \end{cases}$
- We next investigate whether f is continuous, left/right continuous or discontinuous at x = 2.

$$f(2) = -2^{2} + 7 = 3;$$

$$\lim_{x \to 2^{-}} f(x) = \lim_{x \to 2^{-}} x^{2} = 2^{2} = 4;$$

$$\lim_{x \to 2^{+}} f(x) = \lim_{x \to 2^{+}} (-x^{2} + 7) = -2^{2} + 7 = 3;$$

$$\lim_{x \to 2} f(x) = \text{DNE};$$

Therefore, $\lim_{x\to 2^+} f(x) = 3 = f(2)$ and f is right continuous at x = 2; But since the $\lim_{x\to 2} f(x)$ does not exist f is not continuous at x = 2;

Combinations of Continuous Functions

- If two functions f and g are continuous at a point c, then the following are also continuous at c:
 - f ± g;
 a ⋅ f, for any constant a;
 - S f ⋅ g;
 - $\frac{f}{g}$, if $g(c) \neq 0$;
 - $\check{f}(g(x))$, if f is continuous at g(c);
- Consequences of these rules are the following facts:
 - Every polynomial function is continuous at all real numbers;
 - Every rational function is continuous at all points where it is defined.

Functions That Are Continuous

- We saw that:
 - Every polynomial function is continuous everywhere;
 - Every rational function is continuous at all points where it is defined;
- From the graphs, it is easy to see that, in addition:
 - Every exponential function f(x) = a^x, 0 < a ≠ 1, is continuous everywhere.
- Example: Determine where each function is continuous or discontinuous:
 - $f(x) = x^5 + 5x^3 11x$ is continuous everywhere since it is a polynomial;
 - f(x) = 1/(x²-36) is continuous at all points except ±6, since it is a rational function with domain Dom(f) = ℝ {-6,6};
 - $f(x) = e^{x-5}$ is continuous everywhere because it is the composite of x-5 and e^x , which are continuous a polynomial and an exponential everywhere.

Subsection 3

Rates of Change, Slopes and Derivatives

Average and Instantaneous Rate of Change

• The average rate of change of a function f between x and x + h is

$$\frac{\Delta y}{\Delta x} = \frac{f(x+h) - f(x)}{h};$$

- To find the instantaneous rate of change at x, we take h→ 0, so that the interval (x, x + h) becomes so small that f has very little chance to change.
- The instantaneous rate of change of f at x is

$$\lim_{h\to 0}\frac{f(x+h)-f(x)}{h}.$$

Average and Instantaneous Rate of Change: Example

Find the average rate of change of the temperature T(t) = t² (in degrees) between t = 1 and t = 3 hours;
 We have

$$\frac{T(3) - T(1)}{3 - 1} = \frac{3^2 - 1^2}{3 - 1} = \frac{8}{2} = 4;$$

Thus, the average rate of change was 4 degrees per hour;

• Example: Find the instantaneous rate of change of the temperature $T(t) = t^2$ (in degrees) at t = 1;

We have

$$\lim_{h \to 0} \frac{T(1+h) - T(1)}{h} = \lim_{h \to 0} \frac{(1+h)^2 - 1^2}{h}$$
$$= \lim_{h \to 0} \frac{1+2h+h^2 - 1}{h} = \lim_{h \to 0} \frac{h(2+h)}{h}$$
$$= \lim_{h \to 0} (2+h) = 2;$$

Thus, the instantaneous rate of change was 2 degrees/hour at t = 1.
Slope of Secant and Tangent Lines

Consider the secant line to the graph of y = f(x) through (x, f(x)) and (x + h, f(x + h));



Slope of a Tangent Line

• Find the slope of the tangent line to $f(x) = \frac{1}{x+1}$ at x = 3;

$$\lim_{h \to 0} \frac{f(3+h) - f(3)}{h} = \lim_{h \to 0} \frac{\frac{1}{(3+h) + 1} - \frac{1}{3+1}}{h} = \lim_{h \to 0} \frac{\frac{1}{4+h} - \frac{1}{4}}{h} = \lim_{h \to 0} \frac{\frac{4}{4(4+h)} - \frac{4+h}{4(4+h)}}{h} = \lim_{h \to 0} \frac{\frac{4-(4+h)}{h}}{h} = \lim_{h \to 0} \frac{1}{h} \cdot \frac{-h}{4(4+h)} = \lim_{h \to 0} (-\frac{1}{4(4+h)}) = -\frac{1}{16}.$$

Equation of a Tangent Line I

• Find an equation of the tangent line to $f(x) = \sqrt{3-x}$ at x = 2; First, find the slope of the tangent line



Thus, the equation of the tangent line is $y - f(2) = -\frac{1}{2}(x - 2)$ or $y - 1 = -\frac{1}{2}(x - 2)$.

Equation of a Tangent Line I (Illustration)

• The equation of the tangent line to $f(x) = \sqrt{3-x}$ at x = 2 is $y - 1 = -\frac{1}{2}(x - 2)$.



Equation of a Tangent Line II

• Find an equation of the tangent line to $f(x) = -x^2 + 4x$ at x = 1; First, find the slope of the tangent line

$$\lim_{h \to 0} \frac{f(1+h) - f(1)}{h} =$$

$$\lim_{h \to 0} \frac{-(1+h)^2 + 4(1+h) - (-1^2 + 4 \cdot 1)}{h} =$$

$$\lim_{h \to 0} \frac{-(1^2 + 2h + h^2) + 4 + 4h - 3}{h} =$$

$$\lim_{h \to 0} \frac{-1 - 2h - h^2 + 4 + 4h - 3}{h} =$$

$$\lim_{h \to 0} \frac{2h - h^2}{h} = \lim_{h \to 0} \frac{h(2-h)}{h} = \lim_{h \to 0} (2-h) = 2;$$

Thus, the equation of the tangent line is y - f(1) = 2(x - 1) or y - 3 = 2(x - 1).

Equation of a Tangent Line II (Illustration)

• The equation of the tangent line to $f(x) = -x^2 + 4x$ at x = 1 is y - 3 = 2(x - 1).



The Derivative

Definition of the Derivative

The **derivative of** f at x is defined by

$$f'(x) = \lim_{h \to 0} \frac{f(x+h) - f(x)}{h}$$

if the limits exists; The derivative f'(x) gives the instantaneous rate of change of f at x and, also, the slope of the tangent line to y = f(x) at x;

• Example: Compute f'(x) if $f(x) = x^2 - 3x$; $f'(x) = \lim_{h \to 0} \frac{f(x+h) - f(x)}{h} = \lim_{h \to 0} \frac{(x+h)^2 - 3(x+h) - (x^2 - 3x)}{h} = \lim_{h \to 0} \frac{x^2 + 2xh + h^2 - 3x - 3h - x^2 + 3x}{h} = \lim_{h \to 0} \frac{2xh + h^2 - 3h}{h} = \lim_{h \to 0} \frac{h(2x+h-3)}{h} = \lim_{h \to 0} (2x+h-3) = 2x+0-3 = 2x-3.$

Another Example of a Tangent Line

• Find an equation of the tangent line to $f(x) = \frac{1}{1+x^2}$ at x = 1; First, find the slope of the tangent line f'(1):

$$\lim_{h \to 0} \frac{f(1+h) - f(1)}{h} = \lim_{h \to 0} \frac{\frac{1}{1+(1+h)^2} - \frac{1}{1+1^2}}{h} = \lim_{h \to 0} \frac{\frac{1}{1+(1+h)^2} - \frac{1}{1+1^2}}{h} = \lim_{h \to 0} \frac{\frac{1}{1+1+2h+h^2} - \frac{1}{2}}{h} = \lim_{h \to 0} \frac{1}{h} \left(\frac{1}{2+2h+h^2} - \frac{1}{2}\right) = \lim_{h \to 0} \frac{1}{h} \cdot \frac{2 - (2+2h+h^2)}{2(2+2h+h^2)} = \lim_{h \to 0} \frac{1}{h} \cdot \frac{-h(2+h)}{2(2+2h+h^2)} = \lim_{h \to 0} \frac{1}{h} \cdot \frac{-h(2+h)}{2(2+2h+h^2)} = \lim_{h \to 0} \frac{-(2+h)}{2(2+2h+h^2)} = \frac{-(2+0)}{2(2+2\cdot 0+0^2)} = -\frac{1}{2};$$

Thus, the equation of the tangent line is $y - f(1) = -\frac{1}{2}(x - 1)$ or $y - \frac{1}{2} = -\frac{1}{2}(x - 1)$.

Tangent Line (Illustration)

• The equation of the tangent line to $f(x) = \frac{1}{1+x^2}$ at x = 1 is $y - \frac{1}{2} = -\frac{1}{2}(x-1)$.



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Calculus For Business and Life Sciences

Alternative Notation for the Derivative

 We should all be aware that the following alternative notation is sometimes used for the derivative f'(x) of f at a point x:

$$f'(x) = \frac{df}{dx} = \mathbf{y}' = \frac{dy}{dx};$$

 Also, when the value of f'(x) at a specific point x = c is considered, we write

$$f'(c) = \left. \frac{df}{dx} \right|_{x=c} = y'(c) = \left. \frac{dy}{dx} \right|_{x=c};$$

Subsection 4

Some Differentiation Formulas

Derivative of a Constant

• Consider a constant function f(x) = c;



The tangent to y = c at any point is horizontal; Thus, its slope is zero:

(c') = 0;

• Algebraically,

$$f'(x) = \lim_{h \to 0} \frac{f(x+h) - f(x)}{h} = \lim_{h \to 0} \frac{c-c}{h} = \lim_{h \to 0} 0 = 0.$$

Power Rule

• For any exponent *n*,

$$(x^n)'=n\cdot x^{n-1};$$

• Example: Find the following derivatives:

•
$$(x^7)' = 7x^{7-1} = 7x^6$$
;
• $(x^{94})' = 94x^{94-1} = 94x^{93}$;
• $(\frac{1}{x^5})' = (x^{-5})' = (-5)x^{-5-1} = -5x^{-6} = -\frac{5}{x^6}$;
• $(\sqrt{x})' = (x^{1/2})' = \frac{1}{2}x^{\frac{1}{2}-1} = \frac{1}{2}x^{-1/2} = \frac{1}{2x^{1/2}} = \frac{1}{2\sqrt{x}}$;
• $(\sqrt[3]{x})' = (x^{1/3})' = \frac{1}{3}x^{\frac{1}{3}-1} = \frac{1}{3}x^{-2/3} = \frac{1}{3x^{2/3}} = \frac{1}{3\sqrt[3]{x^2}}$;
• $(x)' = (x^1)' = 1x^{1-1} = 1x^0 = 1$.

Constant Factor

• Constant Factor or Constant Multiple Rule:

$$(c \cdot f(x))' = c \cdot f'(x);$$

• Example: Find the following derivatives:

•
$$(5x^7)' = 5(x^7)' = 5 \cdot 7x^6 = 35x^6;$$

• $(\frac{7}{x^3})' = (7x^{-3})' = 7(x^{-3})' = 7 \cdot (-3)x^{-4} = -\frac{21}{x^4};$
• $(\frac{8}{\sqrt{x}})' = (8x^{-1/2})' = 8(x^{-1/2})' = 8 \cdot (-\frac{1}{2})x^{-3/2} = -\frac{4}{x^{3/2}} = -\frac{4}{\sqrt{x^3}};$
• $(17x)' = 17(x)' = 17 \cdot 1 = 17.$

Sum/Difference Rule

• Sum/Difference Rule:

$$(f(x) \pm g(x))' = f'(x) \pm g'(x);$$

• Example: Find the following derivatives:

•
$$(x^3 - x^7)' = (x^3)' - (x^7)' = 3x^2 - 7x^6;$$

• $(7x^{-5} - 3x^{1/3} + 17)' = (7x^{-5})' - (3x^{1/3})' + (17)' =$
 $7(x^{-5})' - 3(x^{1/3})' + 0 = 7(-5)x^{-6} - 3 \cdot \frac{1}{3}x^{-2/3} = -35x^{-6} - x^{-2/3}.$

Example I

Find an equation for the tangent line to the graph of f(x) = 2x³ - 5x² + 3 at x = 2;
 First compute the slope f'(2) of the tangent line:

$$f'(x) = (2x^3 - 5x^2 + 3)' = (2x^3)' - (5x^2)' + (3)' = 2(x^3)' - 5(x^2)' + 0 = 2 \cdot 3x^2 - 5 \cdot 2x = 6x^2 - 10x;$$

Thus, $f'(2) = 6 \cdot 2^2 - 10 \cdot 2 = 4$; Therefore the tangent line has equation

$$y - f(2) = f'(2)(x - 2)$$

$$\Rightarrow y - (-1) = 4(x - 2)$$

$$\Rightarrow y = 4x - 9.$$



Example II

 Find an equation for the tangent line to the graph of f(x) = 5x⁴ + 1 at x = -1;
 First compute the slope f'(-1) of the tangent line:

 $f'(x) = (5x^4 + 1)' = (5x^4)' + (1)' = 5(x^4)' + 0 = 5 \cdot 4x^3 = 20x^3;$

Thus, $f'(-1) = 20 \cdot (-1)^3 = -20$; Therefore the tangent line has equation

$$y - f(-1) = f'(-1)(x - (-1))$$

 $\Rightarrow y - 6 = -20(x + 1)$
 $\Rightarrow y = -20x - 14.$



Business: Marginal Analysis

- Let x denote the number of items produced and sold by a company;
- Suppose that C(x), R(x) and P(x) = R(x) C(x) are the cost, revenue and profit function, respectively;
- The marginal cost at x is the cost for producing one more unit:

Marginal Cost(x) =
$$C(x + 1) - C(x) = \frac{C(x + 1) - C(x)}{1}$$

 $\approx \lim_{h \to 0} \frac{C(x + h) - C(x)}{h} = C'(x);$

 Because of this, in calculus we define the marginal cost function MC(x) by

$$\mathsf{MC}(x) = C'(x);$$

• Similarly, for marginal revenue and for marginal profit:

$$MR(x) = R'(x)$$
 and $MP(x) = P'(x)$.

Application: Marginal Cost

• The cost function in dollars for producing x items is given by

$$C(x) = 8\sqrt[4]{x^3} + 300;$$

• Find the marginal cost function MC(x);

$$MC(x) = C'(x) = (8\sqrt[4]{x^3} + 300)' = (8x^{3/4})' = 8(x^{3/4})' = 8 \cdot \frac{3}{4}x^{-1/4} = \frac{6}{\sqrt[4]{x}};$$

• Find the marginal cost when 81 items are produced; Interpret the answer;

$$\mathsf{MC}(81) = \frac{6}{\sqrt[4]{81}} = \frac{6}{3} = 2;$$

This is the approximate additional cost for producing the 82nd item.

Application: Learning Rate

• A psychology researcher found that the number of names a person can memorize in *t* minutes is approximately

$$N(t)=6\sqrt[3]{t^2};$$

Find the instantaneous rate of change of this function after 8 minutes and interpret your answer;

$$N'(t) = (6\sqrt[3]{t^2})' = (6t^{2/3})' = 6(t^{2/3})' = 6 \cdot \frac{2}{3}t^{-1/3} = \frac{4}{\sqrt[3]{t}};$$

Therefore,

$$N'(8) = \frac{4}{\sqrt[3]{8}} = \frac{4}{2} = 2;$$

Thus, a person can memorize approximately 2 additional names/minute after 8 minutes.

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Subsection 5

The Product and Quotient Rules

Product Rule

• The Product Rule for Derivatives:

$$(f(x) \cdot g(x))' = f'(x) \cdot g(x) + f(x) \cdot g'(x);$$

• Example: Use the product rule to calculate the derivatives:

•
$$(x^4 \cdot x^7)' = (x^4)'x^7 + x^4(x^7)' = 4x^3x^7 + x^4 \cdot 7x^6 = 4x^{10} + 7x^{10} = 11x^{10};$$

• $[(x^2 - x + 2)(x^3 + 5)]' = (x^2 - x + 2)'(x^3 + 5) + (x^2 - x + 2)(x^3 + 5)' = (2x - 1)(x^3 + 5) + (x^2 - x + 2)(3x^2) = 2x^4 - x^3 + 10x - 5 + 3x^4 - 3x^3 + 6x^2 = 5x^4 - 4x^3 + 6x^2 + 10x - 5;$
• $[x^3(x^2 - x)]' = (x^3)'(x^2 - x) + x^3(x^2 - x)' = 3x^2(x^2 - x) + x^3(2x - 1) = 3x^4 - 3x^3 + 2x^4 - x^3 = 5x^4 - 4x^3.$

Using Product Rule

Find an equation for the tangent line to the graph of f(x) = √x(2x - 4) at x = 4;
 First compute the slope f'(4) of the tangent line:

$$f'(x) = [\sqrt{x}(2x-4)]' = [x^{1/2}(2x-4)]' = [x^{1/2}(2x-4)]' = (x^{1/2})'(2x-4) + x^{1/2}(2x-4)' = \frac{1}{2}x^{-1/2}(2x-4) + 2x^{1/2} = \frac{2x-4}{2\sqrt{x}} + 2\sqrt{x} = \frac{x-2}{\sqrt{x}} + 2\sqrt{x};$$

Thus, $f'(4) = \frac{4-2}{\sqrt{4}} + 2\sqrt{4} = 1 + 4 = 5;$
Therefore the tangent line has equation
 $y - f(4) = f'(4)(x-4)$
 $\Rightarrow y - 8 = 5(x-4)$

Quotient Rule

• The Quotient Rule for Derivatives:

$$\left(\frac{f(x)}{g(x)}\right)' = \frac{f'(x) \cdot g(x) - f(x) \cdot g'(x)}{[g(x)]^2};$$

• Example: Use the quotient rule to calculate the derivatives:

•
$$\left(\frac{x^{13}}{x^5}\right)' = \frac{(x^{13})'x^5 - x^{13}(x^5)'}{(x^5)^2} = \frac{13x^{12}x^5 - x^{13} \cdot 5x^4}{x^{10}} = \frac{13x^{17} - 5x^{17}}{x^{10}} = \frac{8x^{17}}{x^{10}} = 8x^7;$$

• $\left(\frac{x^2}{x+1}\right)' = \frac{(x^2)'(x+1) - x^2(x+1)'}{(x+1)^2} = \frac{2x(x+1) - x^{21}}{(x+1)^2} = \frac{2x^2 + 2x - x^2}{(x+1)^2} = \frac{x^2 + 2x}{(x+1)^2}.$

Using Quotient Rule

Find an equation for the tangent line to the graph of 0 $f(x) = \frac{x^2 - 2x + 3}{x + 1}$ at x = 2; First compute the slope f'(2) of the tangent line: $f'(x) = \left(\frac{x^2 - 2x + 3}{x + 1}\right)' = \frac{(x^2 - 2x + 3)'(x + 1) - (x^2 - 2x + 3)(x + 1)'}{(x + 1)^2} =$ Thus, $f'(2) = \frac{2^2 + 2 \cdot 2 - 5}{(2+1)^2} = \frac{3}{9} = \frac{1}{3}$; Therefore the tangent line has equation y - f(2) = f'(2)(x - 2) $\Rightarrow y-1=\frac{1}{2}(x-2)$ $\Rightarrow y = \frac{1}{2}x + \frac{1}{2}$.

Application: Cost of Cleaner Water

• Suppose that the cost of purifying a gallon of water to a purity of x percent is $C(x) = \frac{2}{100-x}$, for 80 < x < 100, in dollars; What is the rate of change of the purification costs when purity is 90% and 98%?

$$C'(x) = \left(\frac{2}{100 - x}\right)'$$

= $\frac{(2)'(100 - x) - 2(100 - x)'}{(100 - x)^2}$
= $\frac{0 \cdot (100 - x) - 2(-1)}{(100 - x)^2}$
= $\frac{2}{(100 - x)^2};$

$$C'(90) = \frac{2}{10^2} = 0.02$$
 \$/gallon and $C'(98) = \frac{2}{2^2} = 0.50$ \$/gallon.

Marginal Average Cost/Revenue/Profit

- If C(x) is the cost for producing x items, then the average cost per item is AC(x) = C(x)/x;
- The marginal average cost is defined by MAC = AC'(x) = $\left(\frac{C(x)}{x}\right)'$;
- Similarly, is R(x) and P(x) are the revenue and profit from selling x items, the average revenue and average profit per item are AR(x) = R(x)/x and AP(x) = P(x)/x;
- And the marginal average revenue and marginal average profit are given by

$$MAR(x) = AR'(x)$$
 and $MAP(x) = AP'(x)$;

- The meaning of marginal average cost is the approximate additional average cost per item for producing one more item;
- Similar interpretations apply for marginal average revenue and marginal average profit.

Application: Marginal Average Cost

- On-demand printing a typical 200 page book would cost \$ 18 per copy, with fixed costs of \$ 1500. Therefore, the cost function is C(x) = 18x + 1500;
 - Find the average cost function;

$$AC(x) = \frac{C(x)}{x} = \frac{18x + 1500}{x} = \frac{18x}{x} + \frac{1500}{x} = 18 + 1500x^{-1};$$

• Find the marginal average cost function;

 $MAC(x) = (18 + 1500x^{-1})' = 1500(x^{-1})' = 1500 \cdot (-1)x^{-2} = -\frac{1500}{x^2};$

• What is the marginal average cost at x = 100? Interpret the answer;

$$MAC(100) = -\frac{1500}{(100)^2} = -0.15;$$

When 100 books are produced, the average cost per book is decreasing by about 15 cents per additional book produced.

Application: Time Saved by Speeding

Chris drives 25 miles to his office every day. If he drives at a constant speed of v miles per hour, then his driving time is T(v) = ²⁵/_v hours; Compute T'(55) and interpret the answer;

$$T'(v) = \left(\frac{25}{v}\right)' = (25v^{-1})' = 25(v^{-1})' = 25 \cdot (-1)v^{-2} = -\frac{25}{v^2};$$

So
$$T'(55) = -\frac{25}{55^2} = -0.00826;$$

Thus, Chris would save approximately 0.00826 hours (around half a minute) per extra mile/hour of speed when driving at 55 mph.

Summary of Differentiation Rules

Rules For Taking Derivatives

- (c)' = 0;
- $(x^n)' = n \cdot x^{n-1};$
- $(c \cdot f)' = c \cdot f';$
- $(f \pm g)' = f' \pm g';$
- $(f \cdot g)' = f' \cdot g + f \cdot g';$ • $\left(\frac{f}{\sigma}\right)' = \frac{f' \cdot g - f \cdot g'}{\sigma^2}.$

Subsection 6

Higher-Order Derivatives

Higher-Order Derivatives

- Given a function f(x), the derivative (f')' of its first derivative f' is called its second derivative and denoted f''(x);
- The derivative (f")' of its second derivative is called its third derivative and denoted f";
- From the fourth derivative up, instead of piling ' up in the notation, we use f⁽⁴⁾(x), f⁽⁵⁾(x), f⁽⁶⁾(x), etc.
- Thus, since the (n + 1)-st derivative of f is the first derivative of the *n*-th derivative, we have the definition

$$f^{(n+1)}(x) = (f^{(n)}(x))';$$

• In the alternative notation for derivatives, the first, second, third, fourth etc, derivatives are written

$$\frac{dy}{dx}$$
, $\frac{d^2y}{dx^2}$, $\frac{d^3y}{dx^3}$, $\frac{d^4y}{dx^4}$, ..., $\frac{d^ny}{dx^n}$, ...

Calculating Higher-Order Derivatives I

• Find all derivatives of $f(x) = x^3 - 9x^2 + 5x - 17$;

$$f'(x) = (x^3 - 9x^2 + 5x - 17)' = 3x^2 - 18x + 5;$$

$$f''(x) = (3x^2 - 18x + 5)' = 6x - 18;$$

$$f'''(x) = (6x - 18)' = 6;$$

$$f^{(4)}(x) = (6)' = 0;$$

$$f^{(5)}(x) = (0)' = 0;$$

:

So we have $f^{(n)}(x) = 0$, for all $n \ge 4$.

.

Calculating Higher-Order Derivatives II

• Find all derivatives of
$$f(x) = \frac{1}{x}$$
;

.

$$f'(x) = \left(\frac{1}{x}\right)' = (x^{-1})' = -x^{-2} = -\frac{1}{x^2};$$

$$f''(x) = (-x^{-2})' = -(-2)x^{-3} = \frac{2}{x^3};$$

$$f'''(x) = (2x^{-3})' = -2 \cdot 3x^{-4} = -\frac{2 \cdot 3}{x^4};$$

$$f^{(4)} = (-2 \cdot 3x^{-4})' = 2 \cdot 3 \cdot 4x^{-5} = \frac{2 \cdot 3 \cdot 4}{x^5};$$

$$f^{(5)}(x) = (2 \cdot 3 \cdot 4x^{-5})' = -2 \cdot 3 \cdot 4 \cdot 5x^{-6} = -\frac{2 \cdot 3 \cdot 4 \cdot 5}{x^6};$$

Thus

$$f^{(n)}(x) = (-1)^n \frac{1 \cdot 2 \cdot 3 \cdot \dots \cdot n}{x^{n+1}} = (-1)^n \frac{n!}{x^{n+1}}.$$

Computing a Second Derivative

• Compute
$$f''(x)$$
 if $f(x) = \frac{x^2 + 1}{x}$;
 $f'(x) = \left(\frac{x^2 + 1}{x}\right)' = \frac{(x^2 + 1)'x - (x^2 + 1)(x)'}{x^2} = \frac{2x \cdot x - x^2 - 1}{x^2} = \frac{x^2 - 1}{x^2}$;
 $f''(x) = \left(\frac{x^2 - 1}{x^2}\right)' = \frac{(x^2 - 1)'x^2 - (x^2 - 1)(x^2)'}{(x^2)^2} = \frac{2x \cdot x^2 - 2x(x^2 - 1)}{x^4} = \frac{2x^3 - 2x^3 + 2x}{x^4} = \frac{2x}{x^4} = \frac{2}{x^3}$.

Evaluating a Second Derivative

• Evaluate
$$f''(\frac{1}{8})$$
 if $f(x) = \frac{1}{\sqrt[3]{x}}$;
 $f'(x) = \left(\frac{1}{\sqrt[3]{x}}\right)' = (x^{-1/3})' = -\frac{1}{3}x^{-4/3} = -\frac{1}{3\sqrt[3]{x^4}}$;
 $f''(x) = (-\frac{1}{3}x^{-4/3})' = -\frac{1}{3} \cdot (-\frac{4}{3}x^{-7/3}) = \frac{4}{9}x^{-7/3} = \frac{4}{9\sqrt[3]{x^7}}$;
Therefore, $f''(\frac{1}{8}) = \frac{4}{9(\sqrt[3]{\frac{1}{8}})^7} = \frac{4}{9(\frac{1}{2})^7} = \frac{4}{\frac{9}{128}} = \frac{4 \cdot 128}{9}$.
Application: Velocity and Acceleration

- Suppose that a moving object covers distance s(t) at time t;
- Then its velocity v(t) at time t is the derivative of its distance

v(t)=s'(t);

• Moreover, its acceleration a(t) is the derivative of its velocity

$$a(t) = v'(t) = s''(t).$$

Velocity and Acceleration: Example

- Suppose that a delivery truck covers distance s(t) = 24t² − 4t³ miles in t hours, for 0 ≤ t ≤ 6;
 - Find the velocity of the truck at *t* = 2 hours;

$$v(t) = s'(t) = (24t^2 - 4t^3)' = 48t - 12t^2;$$

So $v(2) = 48 \cdot 2 - 12 \cdot 2^2 = 48$ mph;

• Find the acceleration of the truck at *t* = 1 hour;

$$a(t) = v'(t) = (48t - 12t^2)' = 48 - 24t;$$

Therefore, $a(1) = 48 - 24 \cdot 1 = 24$ miles/hours².

Application: Growth Speeding Up or Slowing Down

• Suppose that the world population *t* years from the year 2000 was predicted to be

$$P(t) = 6250 + 160t^{3/4}$$
 millions;

Find P'(16), P''(16) and interpret the answers;

$$P'(t) = (6250 + 160t^{3/4})' = 160 \cdot \frac{3}{4}t^{-1/4} = \frac{120}{\sqrt[4]{t}};$$

$${\cal P}''(t)=(120t^{-1/4})'=120\cdot(-rac{1}{4}t^{-5/4})=\ -rac{30}{\sqrt[4]{t^5}};$$

Thus, $P'(16) = \frac{120}{4\sqrt{16}} = \frac{120}{2} = 60$ millions/year and $P''(16) = -\frac{30}{(\sqrt[4]{16})^5} = -\frac{30}{32} = -0.94$ millions/year²; The first number shows that in 2016 the population will be increasing at the rate of 60 million people per year; The second number shows that the growth will be slowing down at 0.94 million/year².

Subsection 7

Chain and Generalized Power Rules

Composite Functions

• Recall the definition of **composition**: $(f \circ g)(x) = f(g(x))$;



Example: Find formulas for the composites (f ∘ g)(x) and (g ∘ f)(x), if f(x) = x⁷ and g(x) = x² + 2x - 3;

$$(f \circ g)(x) = f(g(x)) = f(x^2 + 2x - 3) = (x^2 + 2x - 3)^7;$$

$$(g \circ f)(x) = g(f(x)) = g(x^7) = (x^7)^2 + 2(x^7) - 3 = x^{14} + 2x^7 - 3.$$

Decomposing Functions

Example: Find two functions f(x) and g(x), such that (x³ - 7)⁵ is the composition f(g(x));
One way of doing this is to think of the series of transformations that produce output (x³ - 7)⁵ from input x;

$$x \xrightarrow{3} x^3 \xrightarrow{-7} x^3 - 7 \xrightarrow{5} (x^3 - 7)^5;$$

These transformations suggest two ways of decomposing $(x^3 - 7)^5$:

Apply the first two steps together and, then, the last step: $g(x) = x^3 - 7$ and $f(x) = x^5$;

2 Apply the first step alone and, then, the last two steps together: $g(x) = x^3$ and $f(x) = (x - 7)^5$.

The Chain Rule

• To compute the derivative of the composite f(g(x)), we apply the Chain Rule:

$$(f(g(x)))' = f'(g(x)) \cdot g'(x);$$

• Example: Use the Chain Rule to find the derivatives:

• $[(x^2 - 5x + 1)^{10}]'$ Let us decompose $(x^2 - 5x + 1)^{10}$ as f(g(x)); Set $f(x) = x^{10}$ and $g(x) = x^2 - 5x + 1$; Then $f'(x) = 10x^9$ and g'(x) = 2x - 5; Now apply the Chain Rule:

$$[(x^2-5x+1)^{10}]' = [f(g(x))]' = f'(g(x)) \cdot g'(x) = 10(x^2-5x+1)^9(2x-5);$$

• $[(5x - 2x^3)^{16}]'$ Let us decompose $(5x - 2x^3)^{16}$ as f(g(x)); Set $f(x) = x^{16}$ and $g(x) = 5x - 2x^3$; Then $f'(x) = 16x^{15}$ and $g'(x) = 5 - 6x^2$; Now apply the Chain Rule:

$$[(5x-2x^3)^{16}]' = [f(g(x))]' = f'(g(x)) \cdot g'(x) = 16(5x-2x^3)^{15}(5-6x^2).$$

General Power Rule

- Example: Use the Chain Rule to find the derivative:
 - $[(x^3 + 7x)^5]'$ Let us decompose $(x^3 + 7x)^5$ as f(g(x)); Set $f(x) = x^5$ and $g(x) = x^3 + 7x$; Then $f'(x) = 5x^4$ and $g'(x) = 3x^2 + 7$; Now apply the Chain Rule:

$$[(x^{3}+7x)^{5}]' = [f(g(x))]' = f'(g(x)) \cdot g'(x) = 5(x^{3}+7x)^{4}(3x^{2}+7);$$

Note how the derivative is taken:

$$[(x^{3}+7x)^{5}]' = \underbrace{5}_{\text{power down}} \underbrace{(x^{3}+7x)^{4}}_{\text{(3x^{2}+7)}} \underbrace{(3x^{2}+7)}_{\text{(3x^{2}+7)}}$$

power down reduce power by 1 derivative of the inside

• This pattern suggests the General Power Rule:

$$[g(x)^n]' = n \cdot g(x)^{n-1} \cdot g'(x).$$

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Applying the General Power Rule

• Example: Use the Chain Rule to find the derivative of $\sqrt{x^4 + 3x^2}$;

$$(\sqrt{x^4 + 3x^2})' = [(x^4 + 3x^2)^{1/2}]' = \frac{1}{2}(x^4 + 3x^2)^{-1/2}(x^4 + 3x^2)' = \frac{4x^3 + 6x}{2\sqrt{x^4 + 3x^2}} = \frac{2x^3 + 3x}{\sqrt{x^4 + 3x^2}};$$

• Example: Use the Chain Rule to find the derivative of $\left(\frac{1}{x^2+1}\right)^8$;

$$\left[\left(\frac{1}{x^2+1}\right)^8\right]' = [(x^2+1)^{-8}]' = -8(x^2+1)^{-9}(x^2+1)' = -8\cdot\frac{1}{(x^2+1)^9}\cdot 2x = \frac{-16x}{(x^2+1)^9}.$$

Chain Rule: Alternative Notation

• In the alternative notation for derivatives, if y = f(u) and u = g(x), then y = f(u) = f(g(x)) and

$$\frac{dy}{dx} = \frac{dy}{du} \cdot \frac{du}{dx};$$

• This says exactly the same thing as

$$[f(g(x))]' = f'(g(x)) \cdot g'(x);$$

It is simply written in the alternative notation for derivatives.

Application: Environmental Disaster

• An oil tanker hits a reef and t days later the radius of the oil slick is $r(t) = \sqrt{4t+1}$ miles; How fast is the radius of the slick expanding after 2 days?

$$r'(t) = (\sqrt{4t+1})'$$

= $[(4t+1)^{1/2}]'$
= $\frac{1}{2}(4t+1)^{-1/2}(4t+1)'$
= $\frac{1}{2} \cdot \frac{1}{\sqrt{4t+1}} \cdot 4$
= $\frac{2}{\sqrt{4t+1}}$;
Thus,



$$r'(2) = \frac{2}{\sqrt{9}} = \frac{2}{3}$$
 miles/day.

Two More Complicated Examples

$$[(5x-2)^4(9x+2)^7]' \stackrel{\text{Product}}{=} [(5x-2)^4]'(9x+2)^7 + (5x-2)^4[(9x+2)^7]' \\ \stackrel{\text{Power}}{=} 4(5x-2)^3(5x-2)'(9x+2)^7 + (5x-2)^4 \cdot 7(9x+2)^6(9x+2)' = \\ 4(5x-2)^3 \cdot 5 \cdot (9x+2)^7 + (5x-2)^4 \cdot 7(9x+2)^6 \cdot 9 = \\ 20(5x-2)^3(9x+2)^7 + 63(5x-2)^4(9x+2)^6;$$

$$\begin{bmatrix} \left(\frac{x}{x+1}\right)^4 \end{bmatrix}' \stackrel{\text{Power}}{=} 4 \left(\frac{x}{x+1}\right)^3 \left(\frac{x}{x+1}\right)' \\ \stackrel{\text{Quotient}}{=} 4 \left(\frac{x}{x+1}\right)^3 \cdot \frac{(x)'(x+1) - x(x+1)'}{(x+1)^2} = \\ 4 \left(\frac{x}{x+1}\right)^3 \cdot \frac{x+1-x}{(x+1)^2} = 4 \frac{x^3}{(x+1)^3} \cdot \frac{1}{(x+1)^2} = \frac{4x^3}{(x+1)^5}.$$

One Last Example

$$\begin{split} & [[x^5 + (x^2 - 1)^3]^7]' \\ \stackrel{\text{Power}}{=} 7[x^5 + (x^2 - 1)^3]^6[x^5 + (x^2 - 1)^3]' \\ \stackrel{\text{Sum}}{=} 7[x^5 + (x^2 - 1)^3]^6[(x^5)' + [(x^2 - 1)^3]'] \\ \stackrel{\text{Power}}{=} 7[x^5 + (x^2 - 1)^3]^6[5x^4 + 3(x^2 - 1)^2(x^2 - 1)'] \\ \stackrel{\text{Power}}{=} 7[x^5 + (x^2 - 1)^3]^6[5x^4 + 3(x^2 - 1)^2 \cdot 2x] \\ &= 7[x^5 + (x^2 - 1)^3]^6[5x^4 + 6x(x^2 - 1)^2]. \end{split}$$