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example, \$100 loaned with a one-time 7% rate is repaid as  $100+0.07\times100=107$  dollars.

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 In order to be more sensitive to when transactions are made, it makes sense to compound interest more frequently. • In order to be more sensitive to when transactions are made, it makes sense to compound interest more frequently. To compound things monthly, we would charge an interest of  $\frac{r}{12}$  each month, resulting in a total return of  $P(1+\frac{r}{12})^n$ , where n is the number of months.

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In the limit, the answer to this question is the magic number e, whose value is approximately 2.71828.

**Theorem 1.** In general, if P dollars are invested at an annual rate of  $r \times 100$  percent, then the balance B(t) after t years is  $Pe^{rt}$  dollars.

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**Example 2.** What are you paying out to the credit card company if you have a \$1000 balance at a 19% APR compounded continuously, which you finally pay after two years?

**Example 3.** Find the value of \$325,000 after 1 year with 7% interest compounded yearly, monthly, daily and continuously.

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**Example 4.** What would you need to deposit in the bank at a 3% interest rate in order to have \$40K in the bank ten years from now? (This kind of calculation is called a present value calculation).

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**Definition 5.** The inverse of the exponential function  $a^x$  is called the logarithm function (with a base of a) denoted  $\log_a(x)$ .

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**Definition 5.** The inverse of the exponential function  $a^x$  is called the logarithm function (with a base of a) denoted  $\log_a(x)$ . By this definition,  $\log_a a^x = x$  and  $a^{\log_a x} = x$ .

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$$\ln \sqrt{e} = \frac{1}{2}$$
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The properties of the logarithm function follow from those of the exponential function.

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In other words, logarithms turn multiplication to addition and turn exponentiation to multiplication. Also note that the last property says that logarithms with different bases are related by multiplication by a constant.

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