keep-flip-change

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Let $a, b, c, d \in \mathbb{Z} - \{0\}$. A mnemonic device for calculating

$$\frac{a}{b} \div \frac{c}{d}$$

is *KFC*. This stands for "keep-flip-change". This means that you keep the first fraction as it is, flip the second fraction, and change the problem to a multiplication problem. Thus, the expression above becomes

$$\frac{a}{b} \cdot \frac{d}{c}.$$

This yields that

$$\frac{a}{b} \div \frac{c}{d} = \frac{a}{b} \cdot \frac{d}{c} = \frac{ad}{bc}.$$