= 10 × 10 × 10 =
103) ; the multiplication is repeated three times . More generally , exponentiation allows any positive real number to be raised to any real power , always producing a positive result , so the logarithm can be calculated for any two positive real numbers b and x where b is not equal to 1 . The logarithm of x to base b , denoted logb (x) , is the unique real number y such that