logs versus exponents

Sketching.

$y = ab^x$
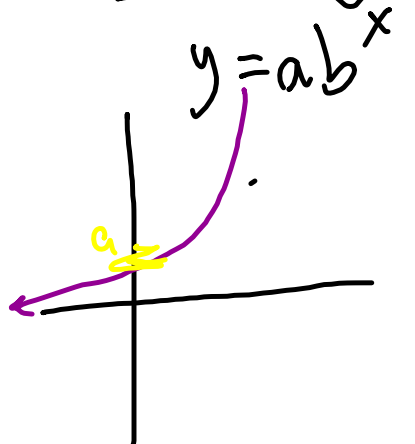
y-intercept
$x = 0$
$y = a$
and

H.A : $y = 0$ $\longrightarrow$

fancy notation

$\lim\limits_{x \to -\infty} f(x) = 0$

h

a function's graph
and the graph of its
inverse are reflections
of each other over $y=x$

$y=10^x$

$y=\log x$