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A funny looking log identity

On twitter, I saw a funny looking identity

$$\log_{ab} x = \frac{\log_a x \log_b x}{\log_a x + \log_b x}.$$
(1.1)

To verify this, let

$$u = \log_a x$$

$$v = \log_b x.$$
(1.2)

This means that

$$\log_{ab} x = \log_{ab} a^u = \log_{ab} b^v. \tag{1.3}$$

We may rewrite either of these in terms of *ab*, for example

$$\log_{ab} x = \log_{ab} b^{v}$$

$$= v \log_{ab} b$$

$$= v \log_{ab} \frac{ab}{a}$$

$$= v (1 - \log_{ab} a),$$
(1.4)

so

$$u \log_{ab} a = v \left(1 - \log_{ab} a \right), \tag{1.5}$$

or

$$(u+v)\log_{ab}a=v,\tag{1.6}$$

or

$$u\log_{ab}a = \frac{uv}{u+v},\tag{1.7}$$

and since $x = a^u$, our proof is complete.