

If $x^2 - 3x - 4 = 0$
 then $x^2 - 3x = 4$
 $x(x-3) = 4$
 $x = 2$ ~~or~~ $x - 3 = 2$
 $x = 2$ ~~or~~ $x = 5$
and

$x^2 - 3x - 4 = 0$
 $(x-4)(x+1) = 0$
 If $AB = 0$, then $A = 0$ or $B = 0$
How do you know?
 $x - 4 = 0$ or $x + 1 = 0$
 $x = 4$ or $x = -1$
 Substituting in, we get
 $4^2 - 3 \cdot 4 - 4 = 0 \checkmark$
 $(-1)^2 - 3 \cdot (-1) - 4 = 0 \checkmark$

If x is a number such that $x^2 - 3x - 4 = 0$
 then $x^2 + x - 4x - 4 = 0$
 so $x(x+1) - 4(x+1) = 0$
 so $(x+1)(x-4) = 0$

	-4
-1, 4	-4
-2, 2	

For all x , $(x-4)(x+1) = x^2 + x - 4x - 4 = x^2 - 3x - 4$
 Assume $x^2 - 3x - 4 = 0$
 since $x^2 - 3x - 4 = (x-4)(x+1)$ and
 then $(x-4)(x+1) = 0$

$x^2 - 3x - 4 = 0$
 Since 2nd degree, at most 2 zeros
 A + B.
 So try to write $(x^2 - 3x - 4) = (x+C)(x+D)$
 yada ...
 $(x+4)(x-1) = 0$