Equation (2.3) on page 38 defines the ISBN by a weighted sum where digit $d_i$ is multiplied by $11 - i$. It is more elegant to multiply $d_i$ by $i$ and write the ISBN in the form

$$\text{ISBN} = 11 - \left( \sum_{i=1}^{9} id_i \right) \mod 11. \quad (2.3a)$$

To see why equations (2.3) and (2.3a) are arithmetically identical, we look at a representative digit such as $d_2$. In Equation (2.3) this digit is multiplied by 9 and those familiar with modulo computations know that $9d_2 \mod 11 = 2d_2 \mod 11$. Those who demand a proof can obtain it by first denoting $T = 9d_2 \mod 11$ and then observing that

$$
\begin{align*}
9d_2 \mod 11 &= T, \\
(9d_2 + 2d_2) \mod 11 &= T + (2d_2 \mod 11), \\
11d_2 \mod 11 &= T + (2d_2 \mod 11), \\
0 &= T + (2d_2 \mod 11), \\
T &= 2d_2 \mod 11, \\
9d_2 \mod 11 &= 2d_2 \mod 11.
\end{align*}
$$