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

$$\text{ISBN} = 11 - \left(\sum_{i=1}^{9} i d_i \right) \bmod 11. \tag{2.3a}$$

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 $9d_2 \bmod 11 = 2d_2 \bmod 11$. Those who demand a proof can obtain it by first denoting $T = 9d_2 \bmod 11$ and then observing that

$$9d_2 \bmod 11 = T,$$
$$(9d_2 + 2d_2) \bmod 11 = T + (2d_2 \bmod 11),$$
$$11d_2 \bmod 11 = T + (2d_2 \bmod 11),$$
$$0 = T + (2d_2 \bmod 11),$$
$$T = 2d_2 \bmod 11,$$
$$9d_2 \bmod 11 = 2d_2 \bmod 11.$$