

Hardback  
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256 pp 198x129mm

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PART I  
Influenza: A Primer  
Prelude: Etaples, Winter 1916-1918

PART II  
First Wave, March – August 1918  
Second Wave, September-December 1918  
Third Wave, January – May 1919

PART III  
Vietnam, February 2005  
Britain, Summer 2012

## Living with Enza

### The Forgotten Story of Britain and the Great Flu Pandemic of 1918

Mark Honigsbaum

MARK HONIGSBAUM is a journalist and author based in London. Specializing in the science and history of disease his work appears in the Guardian, the Observer and the Financial Times. His previous books include *The Fever Trail: In Search of the Cure for Malaria*, and *Valverde's Gold: In Search of the Last Great Inca Treasure*, which was the Critics' Choice selection in the Daily Mail.

'A chastening read, but mercifully level-headed' - Financial Times

'The great strength and originality of the book is the way it captures the everyday experience of the disease, from the suffering and neglect of the poor, to the care given to the prime minister, David Lloyd George.'  
– Michael Worboys, BBC History Magazine

'...[a] wonderfully evocative narrative...It is to Honigsbaum's credit that he so seamlessly interweaves the scientific and the social history of influenza. His volume teaches us much about the virus and reminds us why influenza is still much in the news.'  
– The Lancet

#### About the book

'Never since the Black Death has such a plague swept over the face of the world,' commented the Times, '[and] never, perhaps, has a plague been more stoically accepted.' When the Great Influenza pandemic finally ended, in April 1919, 228,000 people in Britain alone were dead. This book tells the story of the Great Influenza pandemic.

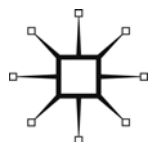
#### Selling Points

This book tells the story of the Great Influenza pandemic. Drawing upon various sources, the book traces the course of the forgotten influenza pandemic of 1918

- There are no competing books addressing the 1918 flu pandemic from this angle
- With bird flu constantly in the news, this book questions whether we're any more ready now than we were then
- Experienced author, writing regularly in newspapers

#### Who will buy this book?

General trade non-fiction audience interested in Health; Medicine; Biotechnology; General Academic and Investor Market interested in History of Medicine; Biotechnology Research; Microbiology.





Pocket Study Skills

Paperback  
Jul 2009 £5.99 978-0-230-57763-3

96 pp 108x138mm

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## Science Study Skills

Sue Robbins

SUE ROBBINS is Principal Lecturer in Student Experience and Biochemistry and University Teaching Fellow in Life Sciences at Oxford Brookes University, UK. She is a Fellow of the Higher Education Academy with 19 years experience teaching undergraduate science.

### About the book

Science is an active discipline, with the emphasis on 'doing' rather than 'reading' about it. Written for undergraduate scientists, this handy guide outlines the skills expected of them. It provides guidance on tackling different types of assignments, in addition to how to make the most of feedback and prepare for exams.

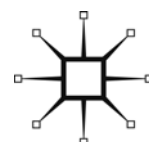
### Selling Points

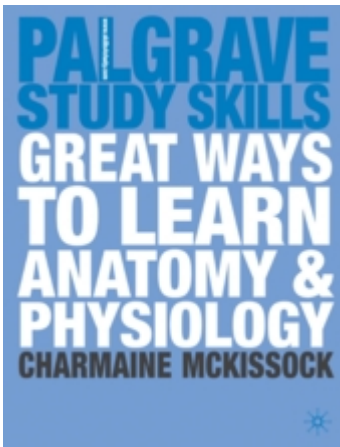
A practical pocket guide to doing, recording, reporting, writing, studying and sitting exams in science

- Student centred approach, delivered on the student wavelength
- Includes help with time and task management
- Different forms of assignments used in university science assessments are outlined and guidance on approaching these is given, together with how to make the most of feedback and prepare for exams
- Real scientific examples used to illustrate concepts and ideas

### Who will buy this book?

This book is written principally for undergraduate Science students and is particularly appropriate for students making the transition from school or the workplace to study Science at university





Palgrave Study Skills

Paperback  
Sep 2009 £15.99 978-0-230-20991-6  
192 pp 246x189mm

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Introduction  
Relax and Take Control  
Bodymaps  
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Cool Calculations  
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Acknowledgements

## Great Ways to Learn Anatomy and Physiology

Charmaine McKissock

CHARMAINE MCKISSOCK has helped countless students find ways to learn more easily and succeed in their goals. She has contributed widely to the understanding of adult dyslexia and other learning differences. She has worked in college, university, health and community settings. She currently practises as a consultant, trainer, writer and therapist.

#### About the book

This highly visual toolkit is a refreshing and effective approach to learning basic anatomy and physiology. Complex processes are brought to life with imaginative diagrams and storylines that aid understanding, reinforce memory and also support students with memory, dyslexic or mathematical difficulties.

#### Selling Points

A refreshing and effective approach to learning and teaching basic anatomy and physiology: down to earth, easy to use and enjoyable with great illustrations

- A highly visual learning toolkit to complement any anatomy and physiology textbook
- Makes a challenging subject more enjoyable and easier to memorize
- Best practice in study skills and learning theory is blended into the subject matter
- Original colour illustrations and line drawings add a unique resource to those currently available. They support understanding and reinforce memory

#### Who will buy this book?

Anatomy and Physiology forms a compulsory component of many Vocational Courses in HE and FE, including Access; Diploma and 1st year Undergraduates; Students may be drawn from the following courses: Nursing; Physiotherapy; Health Studies; Exercise and Sports Science; Acting; Complementary Therapies (such as Massage; Reflexology; Aromatherapy; Osteopathy; Chiropractics; Acupuncture; Homeopathy; Nutrition); Beauty Care; First Aid; Yoga; Learning Support staff in colleges and universities will be particularly interested in this book; The National Network of Assessment Centres is a UK-wide network of specialist services (50 centres) that work together to facilitate access for disabled people to Education; Training; Employment and Personal Development; Assessment Centre services include quality assessment and support in the use of Assistive Technology and/or specialised Learning Strategies; Students in Higher Education in the UK are often referred to an Assessment Centre for a DSA-funded Study Aids and Strategies Assessment, sometimes referred to as a 'needs assessment'; Assessors will be well placed to recommend this publication to students struggling with courses that include Anatomy and Physiology.

