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the most dynamic comprehensive and student friendly text on the nature of microorganisms and the fascinating processes they employ in producing infections disease for more than a quarter of a century no other text has explained the link between microbiology and human disease states better than sherris medical microbiology through a vibrant engaging approach this classic gives you a solid grasp of the significance of etiologic agents the pathogenic processes epidemiology and the basis of therapy for infectious diseases part i of sherris medical microbiology opens with a non technical chapter that explains the nature of infection and the infection agents the following four chapters

provide more detail about the immune response to infection and the prevention epidemiology and diagnosis of infectious disease parts ii through v form the core of the text with chapters on the major viral bacterial fungal and parasitic diseases each of these sections opens with chapters on basic biology pathogenesis and antimicrobial agents features and learning aids 57 chapters that simply and clearly describe the strains of viruses bacteria fungi and parasites that can bring about infectious diseases explanations of host parasite relationship dynamics of infection and host response a clinical cases with usmle style questions concludes each chapter on the major viral bacterial fungal and parasitic diseases all tables photographs and illustrations are in full color clinical capsules cover the essence of the disease s caused by major pathogens margin notes highlight key points within a paragraph to facilitate review in addition to the chapter ending case questions a collection of 100 practice questions is also included sometime in the future an improved understanding of current worldwide infectious disease scourges will lead to their control hopefully you will find the basis for that understanding presented in the pages of this book

the fusion of physical and digital experiences has given rise to a new phenomenon known as phygitalization where companies seamlessly integrate both realms to create a cohesive and immersive customer experience this new book examines the opportunities and challenges that this convergence presents and highlights strategies that companies can employ to leverage its full potential drawing upon the expertise of marketing professionals industry leaders and academic researchers this book offers a comprehensive overview of the key concepts strategies and best practices for employing phygitalization in marketing providing a practical perspective through case studies and focused discussions

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