

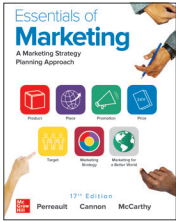
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Essentials of Marketing

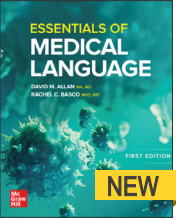
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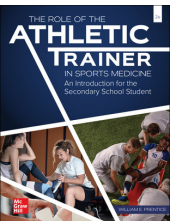
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Essentials of Medical Language is designed to help students master the complex language of modern health care. Organized by body system in an outside-to-inside sequence, students experience the terminology in the same differentiated diagnosis method a physician would use in an examination. Authentic patient cases are used to place the student in the shoes of a healthcare professional. This causes more effective retention of terms and how terms relate to each other. Digital features include *SmartBook 2.0*, *ReadAnywhere* mobile app, and application-based activities and exercises.

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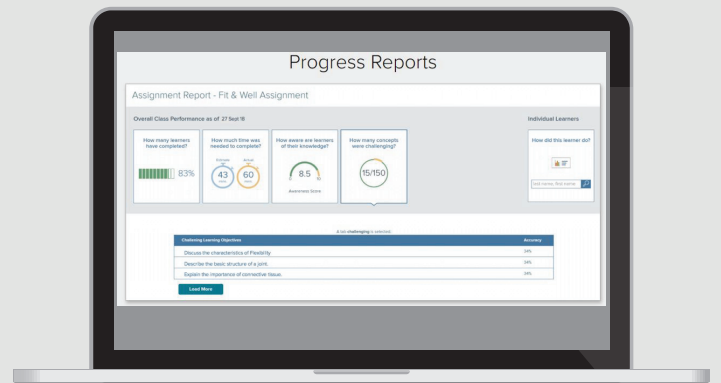
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