

► **PORTFOLIO**  
**Richard Bloch**

**Client:**  
*Addison-Wesley Publishing*

**Media:**  
*Brochure*

**Objective:**  
*Encourage trial and adoption of new textbook*

Addison-Wesley is widely known for publishing college textbooks, many of which are lab manuals for science classes.

This brochure was created to encourage college professors to try a newly revised lab manual in the area of anatomy and physiology.

Executed around a concept of sports and action, this theme was chosen to convince professors that the text could be used to present even the most challenging concepts to students in a way that makes learning easier.



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*(Cover)*

**Flexible options.**

**Powerful new content.**

**Once again setting a new standard for A&P labs.**

*(Inside flap panel)*

**Three strong contenders:  
Take advantage of more options incorporating new technology.**

Three editions of Elaine Marieb's clearly written and comprehensive lab manuals have been thoroughly revised to give you more labs to choose from, new updated content, and flexible options to design virtually any A&P lab course to fit your needs.

Guiding students through well-planned lab activities, these new editions build on Marieb's

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high-quality and accurate text with new illustrations and full-color photographs that help students visualize and master lab concepts.

Incorporating the best new technology available for lab exercises, PowerLab® procedures have been added so students can practice with computerized data compilation techniques common to clinical settings. Plus, two new simulations have been added to the popular PhysioEx™ 3.0 program available on CD-ROM or via the web.

Designed to serve as a stand alone or for use with other materials, each manual contains essential anatomical and physiological terminology included for use with any one- or two-semester A&P course.

### **Help for learning even the toughest physiology concepts**

An engaging and effective study method, Interactive Physiology presents an interactive exploration of key physiological concepts and processes that are difficult to learn and tough to teach. Co-developed by Benjamin Cummings and adam.com, this program features richly detailed graphics, animation, sound and video to help students master complex material.

Available on CD-ROM, or via the web at [www.interactivepsychology.com](http://www.interactivepsychology.com), Interactive Physiology helps close the gap between simply memorizing a concept and truly understanding it.

### **An excellent textbook companion**

Human Anatomy & Physiology, Fifth Edition

by Elaine N. Marieb

ISBN 0-8053-4989-8 | Cloth Package format | 1164 pages | (c)2001 |

Elaine Marieb's engaging writing style and meticulous attention to the learning needs of students continue to be hallmarks of this market-leading text.

With a sense of fascination and an encouraging tone, Ms. Marieb presents the latest research and advancements in physiological study in a way that helps students understand core concepts and apply that knowledge to new situations.

In addition, the text and supplements package offers a convenient, integrated learning system

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including new end-of-chapter “Learning with Technology” sections that make using CD-ROM and Internet resources easier than ever.

*(Inside panels)*

### **Setting a new pace with more flexible teaching options than ever before**

Comprehensive enough to be used as a stand-alone, and flexible enough to be used with a wide variety of other study materials, these new manuals have been thoroughly revised and feature:

Newly Updated Content and Art: To help students visualize anatomical and physiological concepts, charts and tables have been improved with new illustrations and rat dissection instructions have been restored with full-color photos. Five new photomicrographs have been added to the Histology Atlas and two plates of the pectoral girdle and right upper and lower limbs are now part of the Human Anatomy Atlas.

More PowerLab Procedures: With students needing more practice than ever in the computerized data compilation environment common to clinical settings, more PowerLab procedures have been added including measurement of electrical potential (EKG), nerve impulses, distraction response time, and breathing patterns.

Updated PhysioEx™ V 3.0: Designed to demonstrate complex physiological procedures in a safe electronic environment, PhysioEx™ V 3.0 is available in CD-ROM format or via the web at [www.physioex.com](http://www.physioex.com). Two new labs have been added including “Nerve Impulse Physiology” and “Endocrine Systems Physiology” and encourage students to repeat experiments and change parameters.

Customized Lab Manuals: Symbiosis is a unique program that helps you build a lab manual customized to your teaching style, content needs, and course organization. You simply choose the labs you want, import artwork from our graphics library, and even add your own notes, syllabi or other material. The result is a cleanly designed, beautifully printed lab manual you’ll be pleased to share with your students.

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*(Back panel)*

### **PhysioEx™ V 3.0 simulations challenge your students to explore complex concepts**

With nine simulation-based experiments and a histology, PhysioEx™ V 3.0 offers an interactive approach to mastering difficult topics by engaging students to repeat experiments for a true understanding of complex physiological processes.

Each experiment is accompanied by a printed exercise sheet that includes a description with clear step-by-step instructions and review sheets for self testing. Students can repeat labs, especially difficult wet labs, in a safe electronic environment - and can change parameters to promote multiple outcomes.

With attractive graphics, easy navigation and stimulating approach to learning, PhysioEx™ V 3.0 is an ideal supplement to any physiology laboratory. Available on the web at [www.physioex.com](http://www.physioex.com) or via CD-ROM by calling 000-000-0000.