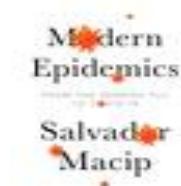


Modern Epidemics From the Spanish Flu to COVID-19

Salvador Macip and Julie Wark



WHY TO BUY

An authoritative overview of the great epidemics that afflicted humanity over the past century, from the Spanish Flu, TB and Malaria to AIDS, SARS and COVID-19

Author biography

Salvador Macip is head of the Mechanisms of Cancer and Ageing Laboratory in the Department of Molecular and Cell Biology, University of Leicester and professor at the Universitat Oberta de Catalunya.

Sales handles

- This book is a #1 international bestseller on modern epidemics, from the Spanish flu to COVID-19. The book is completely up-to-date and it deals with the COVID-19 pandemic in detail, situating this pandemic in the broader context of the many epidemics that have plagued our societies in the modern period, including influenza, TB, AIDS and malaria.
- He also examines the methods we have used -- from vaccines and drugs to improved sanitation and other practices like social distancing -- to try to control these invisible enemies, and outlines the measures we need to take today to reduce the threat of future pandemics.
- The author is a specialist in the biology of infectious diseases and he explains, in very clear language, the biology of many microorganisms that cause infectious diseases and epidemics.
- This authoritative and up-to-date guide to modern epidemics will be of great interest to a wide general readership.

INFORMATION

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Format: Paper

About the topic/technology

An authoritative overview of epidemics in modern times, and the methods we can employ to lessen their threat to our way of life.

Market description (Please include secondary markets)

A general readership concerned about COVID-19 and interested in the nature of modern epidemics

Modern Epidemics From the Spanish Flu to COVID-19

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About the book

COVID-19 has made us all aware of the fact that we live in a world full of invisible enemies. Normally, we don't even realize they're there, but from time to time one of these microscopic creatures becomes powerful enough to turn everything upside down. What are these invisible enemies, and how can we prepare ourselves for the pandemics of the future?

A specialist in the cellular biology of diseases, Salvador Macip explains, in a language everyone can understand, what it means to share the planet with millions of microbes -- some wonderful allies, others terrible foes. He provides a concise account of epidemics that changed history, and focuses on the great modern plagues that are still causing millions of deaths every year, from influenza, TB and malaria to COVID-19. Macip also examines the methods we have used -- from vaccines to improved sanitation and social distancing -- to try to control these invisible enemies.

This authoritative overview of modern epidemics and the pathogens that cause them will be essential reading for anyone who wants to understand our world today, a world in which some of the greatest threats to the human species come from the invisible microbes with which we share this planet.

Previous works by author/editor (Title; Author; ISBN; Price; Pub Date; Net Sales; Publisher; Comments)

Willmott and Macip, Where Science and Ethics Meet: Dilemmas at the Frontiers of Medicine and Biology, 2016, Praeger, 978-1440851346

Macip, Les grans epidèmies modernes, 978-8416863983, La Campana, 2010/new Catalan edition in 2020

Macip, Viurem per sempre?, Eumo, 978-84-9766-692-3, 2020

Competition top three (Title; Author; ISBN; Price; Pub Date; Net Sales; Publisher; Comments)

- The Pandemic Century: One Hundred Years of Panic, Hysteria, and Hubris
Honigsbaum
978-0393541311
17.95
2020
W. W. Norton
- Corona Crisis: Plagues, Pandemics, and the Coming Apocalypse
Hitchcock
978-0785240020
13.18
2020
Thomas Nelson
- How Contagion Works: Science, Awareness and Community in Times of Global Crises - The short essay that helped change the Covid-19 debate
Giordano
978-1474619288
8.20
2020
W & N

Related titles (Add sales information)

Horton, The Covid Catastrophe, 2020, 978-1-5095-4646-6

Pennington, Have Bacteria Won?, 2015, 978-0-7456-9080-3

Zizek, Pandemic!, 2020, 978-1-5095-4611-4