

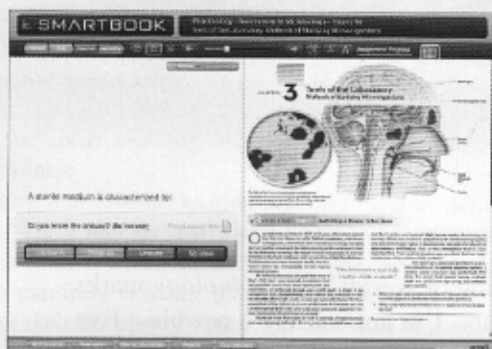
Integrated and Adaptive Learning Systems



LEARNSMART®

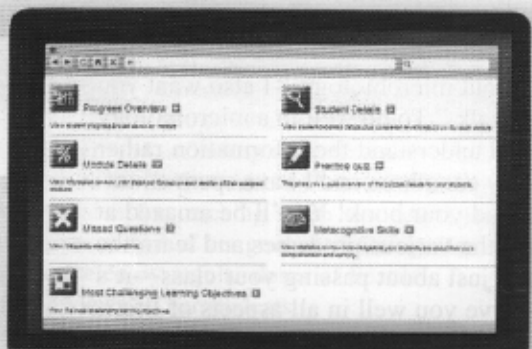
ADVANTAGE

LearnSmartAdvantage.com



SMARTBOOK®

SmartBook® is the first and only adaptive reading experience available for the higher education market. Powered by an intelligent diagnostic and adaptive engine, SmartBook facilitates the reading process by identifying what content a student knows and doesn't know through adaptive assessments. As the student reads, the reading material constantly adapts to ensure the student is focused on the content he or she needs the most to close any knowledge gaps.



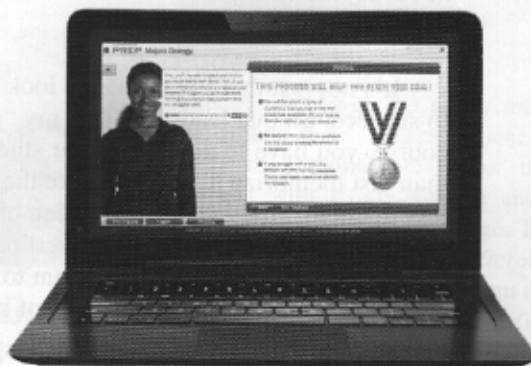
LEARNSMART®

McGraw-Hill LearnSmart® is the only adaptive learning program proven to effectively assess a student's knowledge of basic course content and help him master it. By considering both confidence level and responses to actual content questions, LearnSmart identifies what an individual student knows and doesn't know and builds an optimal learning path, so that she spends less time on concepts she already knows and more time on those she doesn't. LearnSmart also predicts when a student will forget concepts and introduces remedial content to prevent this. The result is that LearnSmart's adaptive learning path helps students learn faster, study more efficiently, and retain more knowledge, allowing instructors to focus valuable class time on higher-level concepts.



LEARNSMART LABS®

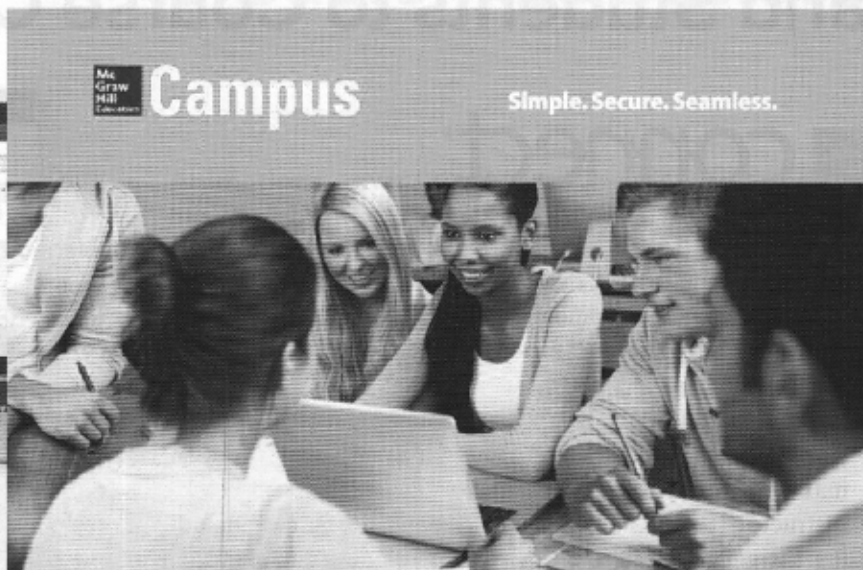
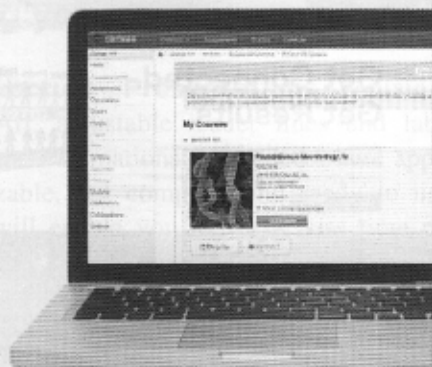
LearnSmart Labs® is a superadaptive simulated lab experience that brings meaningful scientific exploration to students. Through a series of adaptive questions, LearnSmart Labs identifies a student's knowledge gaps and provides resources to quickly and efficiently close those gaps. Once students have mastered the necessary basic skills and concepts, they engage in a highly realistic simulated lab experience that allows for mistakes and the execution of the scientific method.



LEARNSMART PREP®

The primary goal of LearnSmart Prep® is to help students who are unprepared to take college-level courses. Using super adaptive technology, the program identifies what a student doesn't know, and then provides "teachable moments" designed to mimic the office-hour experience. When combined with a personalized learning plan, an unprepared or struggling student has all the tools needed to quickly and effectively learn the foundational knowledge and skills necessary to be successful in a college-level course.

MH Campus® is a Learning Management System (LMS) integration service that offers instructors and students universal single sign-on, automatic registration, and gradebook synchronization with our learning platforms and content. Instructors gain seamless access to our full library of digital assets—1,500 e-texts and instructor resources that let you build richer courses from within your chosen LMS!



McGraw Hill Education connect^{INSIGHT}

The first and only analytics tool of its kind, Connect Insight® is a series of visual data displays—each framed by an intuitive question—to provide at-a-glance information regarding how your class is doing.



Need a lab manual for your microbiology course? Customize any of these manuals—add your text material—and Create your perfect solution!

McGraw-Hill offers several lab manuals for the microbiology course. Contact your McGraw-Hill representative for packaging options with any of our lab manuals.

Kleyn: *Microbiology Experiments*, 8th edition (978-0-07-772667-6)

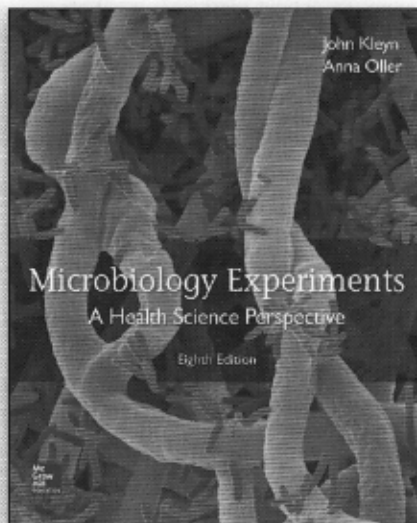
Brown: *Benson's Microbiological Applications: Laboratory Manual in General Microbiology*, 13th edition
Short Version (978-0-07-340241-3)
Complete Version (978-0-07-766802-0)

Chess: *Laboratory Applications in Microbiology: A Case Study Approach*, 3rd edition (978-0-07-340242-0)

Chess: *Photographic Atlas for Laboratory Applications in Microbiology*, 2nd edition (978-0-07-737159-3)

Harley: *Laboratory Exercises in Microbiology*, 9th edition (978-0-07-751055-8)

Morello: *Lab Manual and Workbook in Microbiology: Applications to Patient Care*, 11th edition (978-0-07-340239-0)



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"... (We) have reduced the time we spend on grading by 90 percent and student test scores have risen, on average, 10 points since we began using Connect!"

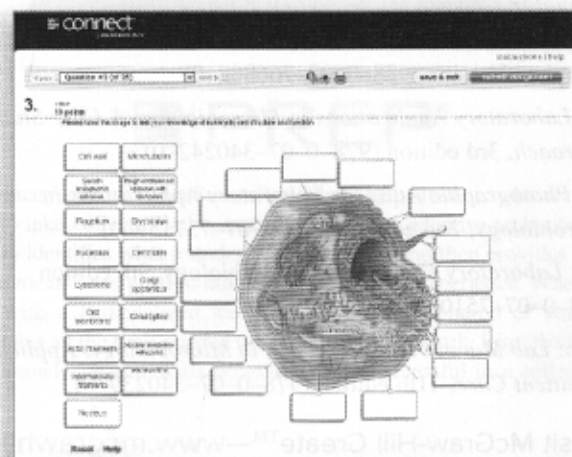
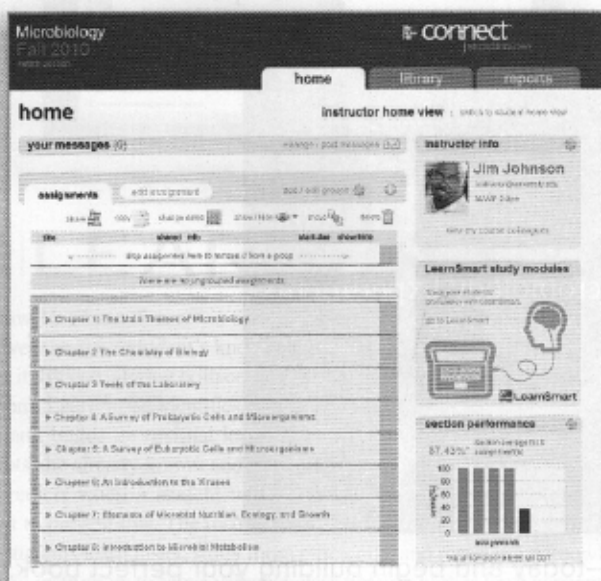
—William Hoover, Bunker Hill Community College



Save time with auto-graded assessments and tutorials

Fully editable, customizable, auto-graded interactive assignments using high-quality art from the textbook, and animations and videos from a variety of sources take you way beyond multiple choice. Assignable content is available for every Learning Outcome in the book. Extremely high quality content, includes case study modules, animated learning modules, and more!

Generate powerful data related to student performance based on question tagging for Learning Outcomes, ASM topics and outcomes, specific topics, Bloom's level, and more.



Presentation Tools Allow Instructors to Customize Lecture

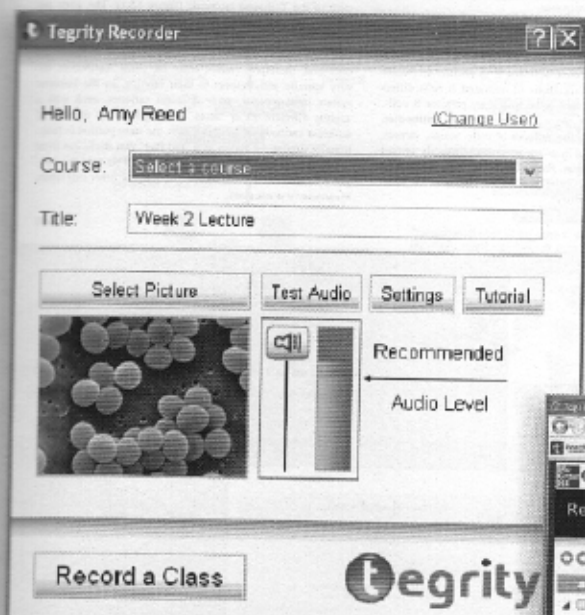
Everything you need, in one location

Enhanced Lecture Presentations contain lecture outlines, FlexArt, adjustable leader lines and labels, art, photos, tables, and animations embedded where appropriate. Fully customizable, but complete and ready to use, these presentations will enable you to spend less time preparing for lecture!

Animations—over 100 animations bringing key concepts to life, available for instructors and students.

Animation PPTs—animations are truly embedded in PowerPoint® for ultimate ease of use! Just copy and paste into your custom slide show and you're done!

Chapter	Enhanced Lecture PPTs	Animation PPTs	Image PPTs	Art, Photos & Tables	Animations
	Complete with Lecture Outlines, FlexArt (Fully editable images from the text and key figures that can be manipulated), art, photos, tables and animations embedded where appropriate. Also available without animations embedded.	Animations embedded into PowerPoint. Allows for easy presentation display and simple copying/pasting to your custom slide show.	All art, tables and photos from the text, optimized for presentation.	Art files, tables and photos as they appear in the text. Also provided as base art files without labels or leader lines.	Animation files that can be easily downloaded and played.
All Chapters	Enhanced PPT Enhanced Keynote Enhanced PPT without animations	Enhanced PPT Enhanced Keynote	Image PPT	Labeled Images Unlabeled Images	Animations



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McGraw-Hill Tegrity® records and distributes your lecture with just a click of a button. Students can view them anytime/anywhere via computer, tablet, or mobile device. Tegrity Campus indexes as it records your slideshow presentations and anything shown on your computer so students can use keywords to find exactly what they want to study.

