



Influenza

[noun] /ɪnˈflʊːˈɛnzə/
 A highly contagious viral infection of the respiratory passages causing fever, severe aching, and catarrh, and often occurring in epidemics.

Origin
 Mid 18th century: from Italian literally "influence", from Medieval Latin "influentia". The Italian word also has the sense "an outbreak of an epidemic". It was applied specifically to an influenza epidemic which began in Italy in 1743, later adopted in English as the name of the disease.

Left and Right-brained Brands approach
 Based on the theory of hemispheric specialization of human brain.