



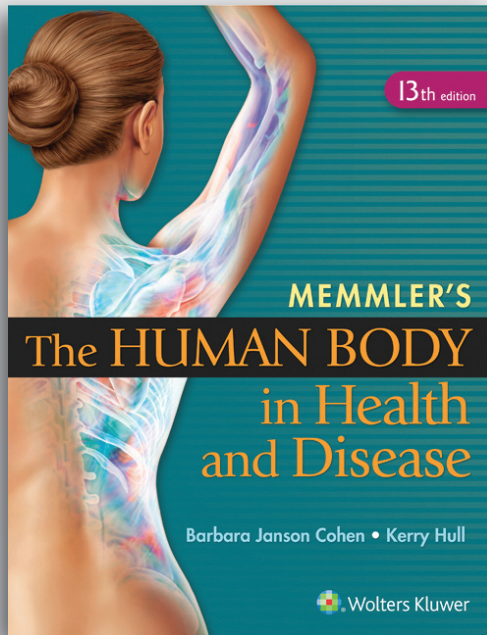
Wolters Kluwer
Health

**Health Professions
International Sales Manual
Spring 2015**

Basic Sciences

Editor: Mike Nobel

Marketer: Leah Thomson



MEMMLER'S THE HUMAN BODY IN HEALTH & DISEASE, THIRTEENTH EDITION

Barbara Cohen and Kerry Hull

978-1-4511-9280-3 / September 2014

Innovative in its pedagogy and approach, *Memmler's The Human Body in Health and Disease* has helped hundreds of thousands of allied health students (including those with little or no background in science and/or weak language skills) to master anatomy and physiology. From its pioneering use of phonetic pronunciations to its pedagogically effective skin-to-bone transparencies of the human body, to this edition's personalized chapter-by-chapter quizzes powered by prepU; this proven book continues to set the standard for the one-semester course and will set your allied health students on the path toward success in their program.

New and Unique Features:

- ✓ **NEW! Updated Process Diagrams** ensure student mastery by calling out the steps of a complex process, such as negative feedback control or maintaining homeostasis and feedback mechanisms.
- ✓ **NEW! Revised and updated Disease in Context boxes** open each chapter with a familiar scenario that integrates chapter content into a real-life setting, bringing the information to life for students.
- ✓ **NEW! Increased clinical content** in the chapter case studies ask students to evaluate and analyze simple lab tests to help them develop their higher level thinking skills.
- ✓ **NEW! Greater emphasis on learning concepts**, for example grouping diseases by common causes, provides students with a less encyclopedic and more conceptual approach to the content.
- ✓ **NEW! Updated Online Instructor Manual** provides practical tips for using the book in a flipped classroom or for online learning, or for other novel learning environments.
- ✓ **Personalized, chapter-by-chapter quizzes** powered by PrepU help students learn more and improve their pass rates on exams, while giving instructors a window into their students' progress by highlighting misconceptions - exactly what your students are consistently misunderstanding - as well as content areas where they are strong and struggling.
- ✓ **Easy-to-understand phonetic pronunciations** spelled out in the narrative directly after key terms will meet the needs of students of varying backgrounds and language skills—no need to understand dictionary-style diacritical marks.
- ✓ **A focus on mastery of medical terminology** includes key medical terms covered in each chapter, as well as chapter-ending Word Anatomy sections that help students build and recognize new medical terminology based on previously encountered word parts.
- ✓ **A full-body transparency insert** assists students in performing a virtual dissection of the human body from skin down to bone and allows them to test themselves on their understanding of skin, muscles, bones, veins/arteries, etc.
- ✓ **Full-color dissection photographs** from Rohen's Color Atlas of Anatomy, 6e, show students exactly what they would see in a dissection lab.

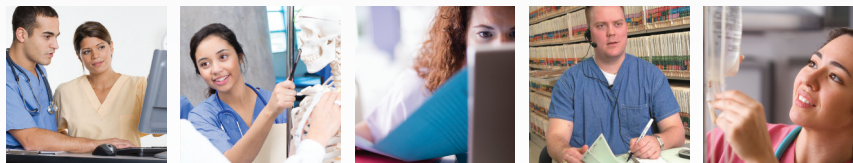
For more information please visit thePoint.lww.com!

Student Resources:

- ✓ Chapter pre-quizzes, audio glossary, supplemental images and tables, study and test taking tips, career information boxes, and answers to questions in the text.
- ✓ Online animations make complex concepts and processes easier to understand.
- ✓ Eleven different types of learning activities, including multiple-choice, true/false, key terms, fill-in-the-blank, look and label, audio flash cards, word anatomy, piece it together, zooming in, listen and label, and body building, help students study and review.
- ✓ Maximize your study time, improve your performance on exams, and succeed in this course with the for-sale Study Guide.
- ✓ eBook available for purchase

Instructor Resources:

- ✓ An improved online Instructor's Manual provides a wide range of resources to support your teaching, including tips for using the book in a flipped classroom or for online learning.
- ✓ A robust test bank, a complete image bank, online animations, answers to Study Guide questions, lesson plans, pre-loaded PowerPoint presentations, WebCT and blackboard ready cartridges



Be Part of the Transformation.



MEMMLER'S THE HUMAN BODY IN HEALTH & DISEASE 13E (*continued*)

SELLING STRATEGIES

- ✓ ROLL / LEAD WITH TECHNOLOGY
- ✓ Our #1 Selling A&P book so secure your rolls.
- ✓ Do your research - every Health Professions account will have an A&P requirement - and this book was made specifically for this market. Find out who the decision-maker is and sample.
- ✓ Get current users into a package and target the competitors listed here.
- ✓ Sample the study guide.

UPSELL

- ✓ For a greater focus on medical terminology, package the text with Barbara Cohen's, *Medical Terminology: An Illustrated Guide 7e*.
- ✓ To increase students' success and pass rates in the course, package the text with prepU.
- ✓ To give your students even more opportunities to practice and review, package the text with the Study Guide.
- ✓ To provide your students with the ultimate success package, bundle the text with prepU and the Study Guide.
- ✓ To give your students a clinically based on-line lab experience without expensive equipment, package the text with A.D.A.M. Interactive Anatomy Online: Student Lab Activity Guide, 4e.

DISCOVERY QUESTIONS

- ✓ Do you use disease to teach basic concepts of A&P?
 - If YES, Memmler's Human Body in Health & Disease is our best selling A&P book that teaches basic concepts using disease.
 - If NO, show them Memmler's Structure and Function of the Human Body, 10e 978-1-60913-900-1.
- ✓ Find out what their biggest teaching challenge is? (Lack of time, Assessment, Competency, Content Mastery, Engaging "today's" Learner, Retention, Pass Rates, Faculty Resources and Training) - For a detailed list of questions see the A&P Challenge and PrepU Solution Discussion Guide on OneSource.
 - Pass Rates** = This method of "testing to learn" and then remediating back to the book - often #1 issue.
 - Time** = PrepU's reporting tools and feedback on student performance. SHOW: MISCONCEPTION ALERTS!
 - Competency** = Adaptive Quizzing and Mastery Level's
 - Engaging Today's Learner** = The individualized learning experience of each student
 - Faculty Resources and Training** = PrepU is EASY - to TRUST and to ASSIGN
- ✓ Are your students required to take Medical Terminology?
 - If YES, who teaches it and are you aware that Barbara Cohen also writes a Medical Terminology book?
 - If NO, show them in each chapter how Memmler reinforces and teaches the medical terminology needed to master that chapter.

COMPETITION

Scanlon: *Essentials of Anatomy & Physiology, 6e*, F.A. Davis, 9/2010, \$45.95

- Primarily for the nursing market - ask your instructors the % of their allied health professionals that go on to nursing compared to other health professions (nursing).
- Target Sonography programs that are using Scanlon.
- Has 12% of the market and is more nursing focused.

Herlihy, *The Human Body Health and Illness 5/e*, Elsevier/Saunders, 12/2013, \$58.85

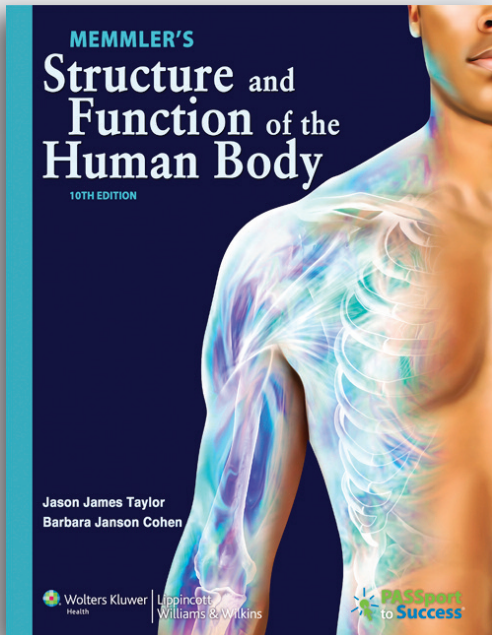
- Low level and cartoony.
- Has 12% of the market. Show how our book how our more sophisticated approach is just as accessible yet more appropriate for health professions.

Thibodeau: *The Human Body in Health & Disease, 5e*, Elsevier, 2/2013

- We have new takeaways with Memmler!
- Demo PrepU that is what is winning us business.
- Market Leader

RELATED SETS

- ✓ Text + SG: Package ISBN: 9781469896700
- ✓ Text + PrepU
- ✓ Text + PrepU: Package ISBN: 9781496300966
- ✓ Text + ADAM Lab Manual Package ISBN: 9781469896731
- ✓ Text + ADAM Lab Manual Package + PrepU ISBN: 9781496300973
- ✓ Text + Cohen, Med-Term 7/e: Package ISBN: 9781469896724



MEMMLER'S STRUCTURE AND FUNCTION OF THE HUMAN BODY, TENTH EDITION

Barbara Cohen

978-1-60913-900-1 / March 2012

Based on *Memmler's The Human Body in Health and Disease*, this textbook is an excellent primer that focuses on normal anatomy and physiology. With an accessible design and a robust ancillary package, the Tenth Edition is even more engaging and understandable for students with diverse learning styles. It builds on its solid foundation by seamlessly integrating the placement and relationship of the art and text. A new Full Body insert has been added to the text to assist students in performing a virtual dissection of the human body from skin down to bone.

New and Unique Features:

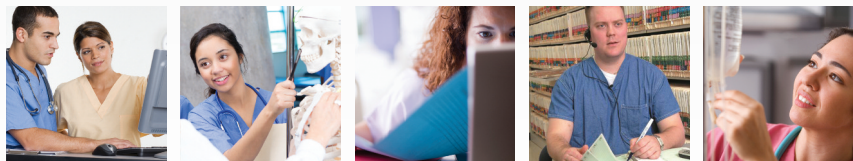
- ✓ **Robust instructor and student ancillary packages** including access to an online learning center tailored to learning styles.
- ✓ **Updated design** seamlessly integrates the placement and relationship of the art and text, making it easier for students to learn A&P.
- ✓ **A new full-body transparency insert** has been added to the text to assist students in performing a virtual dissection of the human body from skin down to bone.
- ✓ **Real full-color dissection photographs** from Rohen's Color Atlas of Anatomy, 6e show students exactly what they would experience in a dissection lab.
- ✓ **Icons** point the students to related activities (animations, videos, etc.) on the companion Website.
- ✓ **Case Scenarios** integrated throughout each chapter show students how content is applied to real-life situations.

Student Resources

- ✓ Personalized chapter quizzes powered by prepU help each student learn more, while giving you a window into your students' progress by highlighting misconceptions, strengths, and weaknesses.
- ✓ Chapter pre-quizzes help students pinpoint areas of focus.
- ✓ Online animations make complex concepts and processes easier to understand.
- ✓ An online learning style assessment helps students identify their personal learning style, so that they can maximize their use of the wide range of online learning activities on thePoint.
- ✓ Eleven different types of learning activities, including multiple-choice, true/false, key terms, fill-in-the-blank, look and label, audio flash cards, word anatomy, piece it together, zooming in, listen and label, and body building, help students study and review.
- ✓ An audio glossary pronounces and defines key medical terms.
- ✓ Supplemental images and tables enhance student understanding
- ✓ Study and test-taking tips help students master chapter content and prepare for exams.
- ✓ Career Information boxes showcase a variety of health careers.
- ✓ Answers to the text's Questions for Study and Review help students master key concepts.
- ✓ Maximize your study time, improve your performance on exams, and succeed in this course with the for-sale Study Guide.
- ✓ eBook available for purchase

Instructor Resources:

- ✓ Personalized chapter quizzes powered by prepU help each student learn more and give you a window into your students' progress by highlighting misconceptions, strengths, and weaknesses.
- ✓ An improved online Instructor's Manual provides a wide range of resources to support your teaching, including tips for using the book in a flipped classroom or for online learning.
- ✓ A robust test generator bank makes building tests and exams quick and easy.
- ✓ A complete image bank with additional images enhances lecture and exam preparation.
- ✓ Online animations can be incorporated into your lectures to help your students better understand complex concepts and processes.
- ✓ Answers to Study Guide Questions are provided for your convenience.
- ✓ Lesson Plans make the text easier to teach from.
- ✓ Pre-loaded PowerPoint presentations speed lecture preparation.
- ✓ WebCT and Blackboard Ready Cartridges allow you to connect to your preferred course management system with ease.



Be Part of the Transformation.



MEMMLER'S STRUCTURE AND FUNCTION OF THE HUMAN BODY, TENTH EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ The readable text and sophisticated art program, both aimed at just the right level, are hallmarks of the Memmler brand.
- ✓ The new editions' retains all the visual, auditory, and kinesthetic activities introduced with the last editions, plus additional animations and activities. The interface has been enhanced to improve the student experience, while the connection with the text has been strengthened with a list of ancillaries by learning style on each chapter opener.
- ✓ One of the critical things we learned during the revision was that faculty and students feel like there is way too much content and not enough time to cover it. Instructors can tell students to focus on the activities that match their learning styles, because students will grasp content that matches their learning style more quickly.
- ✓ Showcase the new full-body transparency insert (found inside the book). It provides a visual overview of all the body systems covered in the text. Students can use the insert, which includes both anterior and posterior views, to perform a self-study review of the human body from skin down to bone. This is not only a competitive enhancement but a feature many reviewers found effective for student self-study.

UPSELL

- ✓ text + Hull, Human Body and Coloring Atlas of the Human Body 9781451185249 \$76.78
- ✓ prepU + text package: 9781469806662 \$90.38
- ✓ text + ADAM Lab Activity Guide + ADAM Interactive Online: 9781469834610 \$104.38
- ✓ text + Kipp, Lab Activity Guide: 9781469803692 \$81.88
- ✓ text + study guide + prepU 9781469803333 \$111.97
- ✓ text + Cohen's, Medical Terminology

DISCOVERY QUESTIONS

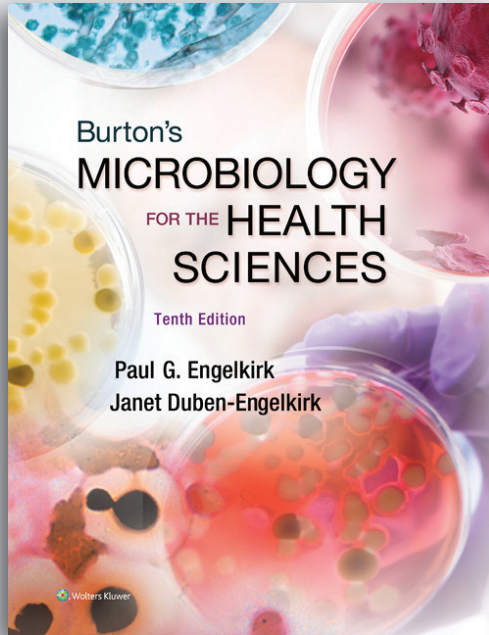
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 - If YES, Memmler's Human Body in Health & Disease is our best selling A&P book that teaches basic concepts using disease.
 - If NO, show them Memmler's Structure and Function of the Human Body, 10e 978-1-60913-900-1.
- ✓ Find out what their biggest teaching challenge is? (Lack of time, Assessment, Competency, Content Mastery, Engaging "today's" Learner, Retention, Pass Rates, Faculty Resources and Training) - For a detailed list of questions see the A&P Challenge and PrepU Solution Discussion Guide on OneSource.
 - Pass Rates = This method of "testing to learn" and then remediating back to the book - often #1 issue.
 - Time = PrepU's reporting tools and feedback on student performance.
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- ✓ Find out what their biggest teaching challenge is? (Lack of time, Assessment, Competency, Content Mastery, Engaging "today's" Learner, Retention, Pass Rates, Faculty Resources and Training)

COMPETITION

- Thibideau, *Structure and Function of the Body 14e*, Mosby, 2011
- See extensive competitive analysis in PIV

RELATED SETS

- Memmler's Structure and Function of the Human Body and Coloring Atlas of the Human Body Package;
ISBN/ISSN: 978-1-4511-8524-9: \$76.78



BURTON'S MICROBIOLOGY FOR THE HEALTH SCIENCES, TENTH EDITION

Engelkirk

978-1-4511-8632-1 / September 2014

Burton's Microbiology for the Health Sciences, 10e, is the ONLY microbiology text appropriate for Allied Health/Nursing, nursing's required Microbiology course as measured by the American Society for Microbiology's suggested curriculum. Featuring a clear and friendly writing style that emphasizes the relevance of microbiology to a career in the health professions, the Tenth Edition offers a dramatically updated art program, new case studies that provide a real-life context for the content, the latest information on bacterial pathogens, and an unsurpassed array of online teaching and learning resources.

Developed specifically for the one-semester course for future healthcare professionals, this market-leading text covers antibiotics and other antimicrobial agents, epidemiology and public health, hospital-acquired infections, infection control, and the ways in which microorganisms cause disease—all at a level of detail appropriate for allied health students. To ensure content mastery, the book clarifies concepts, defines key terms, and is packed with in-text and online learning tools that make the information inviting, clear, and easy to understand.

New and Unique Features:

- ✓ **NEW! chapter-ending allied health case studies** covering viral, bacterial, fungal, and parasitic infections in humans provide real-life context for the concepts and topics recommended by the American Society for Microbiology.
- ✓ **NEW! online animations** covering topics like Binary Fission, Phagocytosis, Selecting for Drug-Resistant Organisms help students understand complex concepts and procedures.
- ✓ **NEW! Information on diseases** like Middle East Respiratory Syndrome (MERS) –see ch. 18. The World Health Organization has labeled MERS a "threat to the entire world".
- ✓ **A dramatically updated design and art program** features an increased number of illustrations and more user-friendly and realistic art to help students visualize concepts.
- ✓ **Expanded information on important bacterial pathogens** prepares students for future careers in health care.
- ✓ **A new online chapter-by-chapter Student Quiz Bank**, containing over 500 multiple-choice, fill-in-the-blank, and matching questions, gives students unlimited opportunities for practice and review.
- ✓ **New, improved Critical Thinking questions** prepare students for effective decision making on the job.
- ✓ **Up-to-date coverage** of bacterial, viral, fungal, and parasitic infections gives students the knowledge they will need to perform day-to-day health care duties in a safe and competent manner.
- ✓ **Chapters are organized to meet the needs of allied health students** and provide focused coverage of parasitology, immunology, and other infections.
- ✓ **Unique Healthcare Epidemiology sections** give students practical information on infections: what they are, how they are transmitted, and how they can be avoided.
- ✓ **Study Aid boxes** summarize key information, explain difficult concepts, and differentiate similar sounding terms to help students master the material.
- ✓ **Spotlighting boxes** focus on a wide variety of healthcare careers.
- ✓ **Something to Think About boxes** encourage students to ponder interesting possibilities in health care.
- ✓ **Clinical Procedure boxes** provide step-by-step instructions for common procedures critical in entry level health care positions.

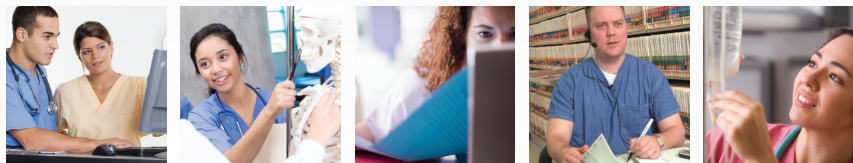
For more information please visit thePoint.lww.com!

Instructor Resources:

- ✓ An Instructor's Guide provides additional resources for every chapter.
- ✓ A robust Test Generator, loaded with pre-made, text-specific questions, saves time and makes creating and printing tests easy.
- ✓ Lesson Plans make teaching from the text easier.
- ✓ PowerPoint Slides speed lecture preparation.
- ✓ An Image Bank featuring all figures and tables from the book enhances lecture and exam preparation.

Student Resources:

- ✓ New online animations covering topics like Binary Fission, Phagocytosis, Selecting for Drug-Resistant Organisms help students understand complex concepts and procedures.
- ✓ A chapter-by-chapter Study Guide helps students master key concepts.
- ✓ Additional Self-Assessment Exercises for each chapter help students build confidence and gauge their progress
- ✓ Lists of Key Terms in each chapter help students master the vocabulary of the field.
- ✓ Special "Insight," "Increase Your Knowledge," and "Critical thinking" sections provide additional insight, as well as fun facts on selected topics from the text.
- ✓ Student Quiz Bank – over 500 questions—give students unlimited opportunities for practice and review.



Be Part of the Transformation.



BURTON'S MICROBIOLOGY FOR THE HEALTH SCIENCES, 10E (*continued*)

SELLING STRATEGIES

- ✓ The best selling Microbiology text for Allied Health Professionals. SECURE YOUR ROLLS.
- ✓ The course we target is Microbiology for Health professions and is commonly 1-semester, with a broad coverage of microbiology at the appropriate level for a cross section of health science and sometimes nursing students. This course is taught as a pre-requisite course with a mix of health professions and nursing students. Students using Burton's Microbiology are CNA, LPN, MLT, medical assistants, pre-nursing, pre-dental, pre-allied health, surgery technician.
- ✓ This course can be taught in multiple departments: Surgical Technician Program, Biology Department, Respiratory therapy, Dental Hygiene, Nursing, Continuing education, Allied Health department, and Emergency Medicine. Find the decision-maker for the allied health microbiology offering, sample, and build that relationship!
- ✓ This Introductory Microbiology course is oriented towards students who will act as health professionals who perform the tests, take the swabs and provide the reports to higher level professionals who interpret the results.
- ✓ Course Names: Microbiology for Health Sciences, Microbiology for Allied Health, Applied Microbiology, General Microbiology, Introduction to Microbiology
- ✓ SHOW: New online animations, they are usually 1 -3 minutes covering topics like Binary Fission, Phagocytosis, Selecting for Drug-Resistant Organisms help students understand complex concepts and procedures.

UPSELL

- ✓ Use a curriculum selling approach by bundling any of our basic sciences and Medical terminology titles together for a discount. For example, A&P + Microbiology + Medical Terminology. These are all foundational courses that most health professionals are required to take.

DISCOVERY QUESTIONS

- ✓ What's the biggest challenge with your current text?
- ✓ Have your students gained the knowledge they need reading the assignments or do they need a more interactive approach like animations?
- ✓ Can your students easily identify the most critical need to know information?
- ✓ Qualify that they are teaching the 1 semester Microbiology course. Ask what programs their students are going into? Ask if their current Microbiology text is too detailed for those pursuing an allied health training.
- ✓ What resources does your current book have for students and do they use them?
- ✓ What are your pass rates? How does your current book help the student understand the material?
- ✓ Show our student and instructor resource package. It's better than the competition especially the animations.

COMPETITION

Cowan, *Microbiology Fundamentals: A Clinical Approach 1e*, 1/2012, McGraw-Hill

+ well-written and lavishly-illustrated book.

- to long and would be difficult to cover all 1,651 pages in 1-semester.

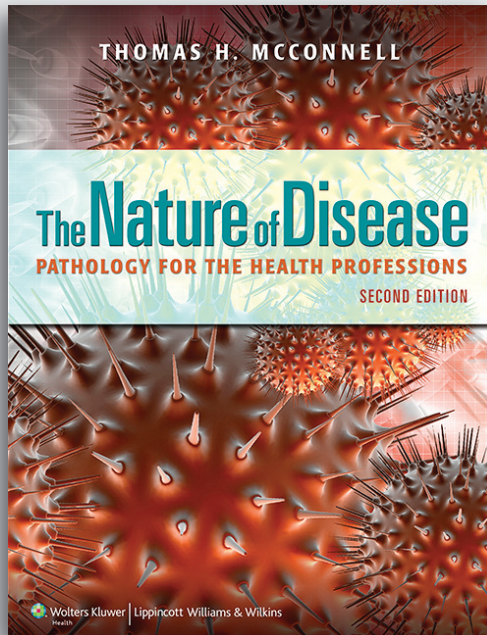
Burton 10e contains many more pedagogical features than the Cowan book, including 59 Study Aid boxes, 28 Historical Note boxes, boxes that Spotlight various healthcare professions, 210 self-study exercises, and 16 Case Studies. *Burton 10e* contains "Something to Think About" boxes which discuss topics such as "superbugs," our indigenous microbiota, biofilms, vaccinations, and global warming.

Many additional pedagogical features are contained in the Student Resources on thePoint, including 486 more self-assessment exercises. The Instructor Resources on thePoint include a complete laboratory manual.

Pommerville, *Alcamo's Fundamentals Of Microbiology: Body Systems*, 1/2012, Jones and Bartlett

- Has 10% market share. Higher level, 944pgs. twice as long as *Burton*. Very expensive at \$152.

• Not appropriate for Health Professions.



THE NATURE OF DISEASE, SECOND EDITION

Thomas McConnell

978-160913-369-6 / October 2013

Easy to understand and fun to read, this engaging primer on the etiology and pathogenesis of human disease helps students develop a basic understanding of pathology without overwhelming them with details.

Maintaining the acclaimed casual writing style that made the first edition so well-received, the Second Edition now offers more coverage of pathophysiology and is reorganized to more closely mirror the teaching trends in foundational courses across the country.

Punctuated by humor, unique case studies that link pathology to real world clinical applications, and absorbing tales from the history of medicine, this proven book focuses on the patient as it guides students through the causes and consequences of common diseases.

New and Unique Features:

- ✓ **NEW! Case Notes** sections provide case-related questions that pertain to the relationship between the opening case and the topic at hand. Answers are posted online. Answers to the end of chapter Challenge questions are available only to the instructor.
- ✓ **NEW! Pop Quiz** sections at the end of each major chapter heading include short, straightforward questions designed to solidify student knowledge while it is fresh and readily available by quick restudy. Answers are posted online.
- ✓ **Focus on the most important information** with Chapter Outlines that provide chapter roadmaps and Learning Objectives that call out concepts that must be mastered.
- ✓ **Develop a solid understanding of clinical practice** with each chapter's opening Case Study (which include chief complaint, clinical history, physical examination, and clinical course) and chapter-ending Case Study Revisited, which takes a second look at the case through the lens of the information presented in the chapter.
- ✓ **Use the book's full color illustrations and photographs** to identify and learn about specific human disorders.
- ✓ **Learn the key "rules"** that determine why disease occurs and unfolds the way it does with bulleted lists that summarize disease determinants.
- ✓ **Develop clinical insight and enhance recall** with compelling real-world case studies that center on the details of an actual patient's illness.
- ✓ **Build understanding of the molecular level of disease** through easy-to-grasp discussions of simple molecular mechanisms in Molecular Medicine boxes.
- ✓ **Explore fascinating stories** about the development of medical science in History of Medicine boxes.
- ✓ **Master essential points** using the brief callouts in Remember This! features.
- ✓ **Assess mastery of key concepts** with Pop Quizzes, Case Notes and chapter-ending Chapter Challenge questions.

Instructor resources

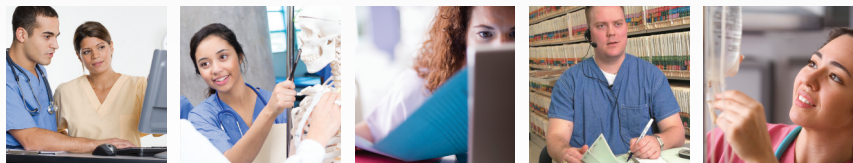
- ✓ Answers to Chapter Challenge questions
- ✓ Test Generator
- ✓ PowerPoint slide presentations
- ✓ Image Bank.

Student resources

- ✓ Student Image Bank
- ✓ Glossary
- ✓ Animations
- ✓ Road Not Taken features that provide alternative scenarios and delve into what could have happened in key cases, boxes (Lab Tools, Clinical Side, History of Medicine, Molecular Medicine, and Answers to Case Notes and Pop Quizzes).

The saleable Study Guide is packed with learning aids to help students master the key concepts of the text.

For more information please visit thePoint.lww.com!



Be Part of the Transformation.



THE NATURE OF DISEASE, SECOND EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ Usually taught by A&P instructors.
 - SHOW: Case studies because they continually link pathology to the practical application of the content in the real-world throughout each chapter, including “The Road Not Taken” feature which delves into what could have happened in key cases
- ✓ This is more of a “user guide” to pathology instead of a theoretical approach to clinical pathology.
 - SHOW: Ancillary package especially for the student!

UPSELL

- ✓ The Study Guide ISBN: 978-1-60913-370-2.
- ✓ The text + SG package ISBN: 978-1-4698-5953-8 \$116.08

DISCOVERY QUESTIONS

- ✓ ATTACK: Damjanov is considered dense, and to technical. It is a direct competitor to McConnell – ASK: about the end of chapter review questions? Are they adequate? Compare McConnell’s end of chapter material.
- ✓ ATTACK: Gould – ASK: Do you students read or like your current book?
- ✓ ATTACK: Robbins – ASK: I have heard other professors say that students get lost in the cell biology chapter in Robbins. Have you found this to be true?

COMPETITION

Damjanov, *Pathology for the Health Professions 4e*, 02/01/11- \$71.95

- dense and technical

Gould, *Pathophysiology for the Health Professions, 4e* 05/2010 - \$43.16

- do your students like this book?

Kumar/Contran/Robbins , *Robbins' Basic Pathology, Updated Edition 9e* 05/05/12, \$76.95

- how is the cell biology chapter? Do the students like this book?

RELATED SETS

McConnells, The Nature of Disease + Study Guide: ISBN: 978-1-4698-5953-8
Cost: \$116.08

Clinical Lab Sciences

Editor: Jonathan Joyce

Marketer: Leah Thomson

Phlebotomy Essentials 6e

Ruth McCall and Cathee Tankerslee

978-1-4511-9452-4, Textbook

978-1-4511-9454-8- Exam Review

978-1-4511-9453-1, Student Workbook

July 2015

Planned Revisions:

- Updated information and procedures incorporate the latest CLSI standards and venipuncture guidelines– we are the most up to date
- New content on
 - Diversity awareness
 - Instrumentation
 - Case studies
 - References
- Icons refer to workbook and exam review
- Media menu refers to student resources

Notes:

Graff's Textbook of Urinalysis and Body Fluid

October, 2015

PRODUCT DESCRIPTION

Graff's Textbook of Urinalysis and Body Fluids, 3e, continues to provide comprehensive, clearly presented and easy-to-understand coverage on the principles of Urinalysis and Body Fluids. As it has provided in previous editions, the third edition has maintained the hallmark features of outstanding photos and illustrations with over 500 included in the new edition.

The new third edition has been revised to make it even easier for students to learn and educators to teach. Additional photos have been added to show more slide examples seen in practice. The Table of Contents has also been reorganized to better facilitate course needs.

KEY FEATURES

- Most visual book on the market with over 500 photos and illustrations.
- TOC reorganized to better separate and understand complex topics (example: Collection and Physical Examination of Urine split into two separate chapters).
- Updated content with new test procedures and slides. New chapter on Microscopy.

New for 3e

- 50 new photos added to bring total photos and illustrations to over 500.
- New chapter on Microscopy to match coverage found in competing titles.
- Improved design to allow better grouping and layout of photos.
- Updated Test Bank and PowerPoint Presentations to reflect new content, new chapters, and reorganized TOC.
- New and updated information on safety and Globally Harmonized System of Classification and Labeling.
- More end-of-chapter questions and case studies added.

ANCILLARIES

Student:

- PowerPoint Presentations with Lecture Notes per chapter.
- Case Studies (New to new chapters)
- Crossword Puzzles (New)
- Flash Cards (New)
- Coloring Pages (New)

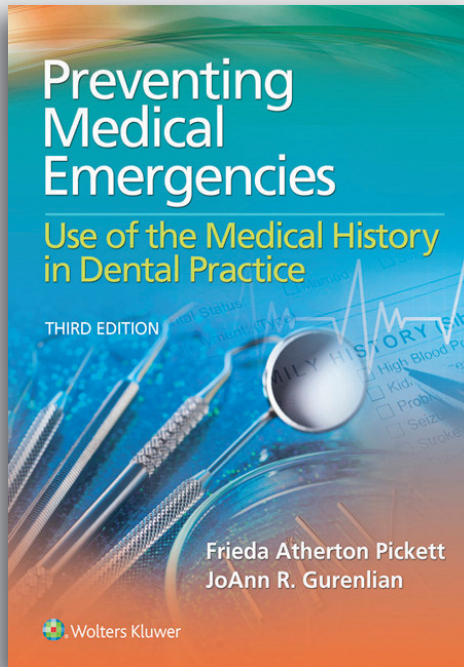
Instructor:

- PowerPoint Presentations with Lecture Notes per chapter.
- Quiz Show Lecture PowerPoints
- Answers to Case Studies. (New to new chapters)
- Answers to Crossword Puzzles
- Image Bank

Dental Hygiene

Editor: Jonathan Joyce

Marketer: Leah Thomson



PREVENTING MEDICAL EMERGENCIES: USE OF THE MEDICAL HISTORY IN DENTAL PRACTICE, THIRD EDITION

Frieda Atherton Pickett and JoAnn R. Gurenlian

978-1-4511-9418-0 / July 2014

Prepare your students to identify risk factors and potential emergencies before they occur with *Preventing Medical Emergencies, 3e*. Organized to follow the most recent American Dental Association Health History form, the book includes easy-to-find follow-up questions for all conditions, along with clinically relevant treatment plan modifications and strategies for preventing and managing specific emergencies.

Organized for effective use in a 15-week semester, the Third Edition features the latest professional guidelines, new information on clinical management of patients with special needs, all-new teaching resources, and more.

New and Unique Features:

- ✓ **Most recent 2014 professional guidelines**—including antibiotic prophylaxis for clients with joint replacements, American Heart Association guidelines on hypertension, and clinical guidelines on prevention of mucositis in cancer therapy— keep students current with the latest best practices in the field.
- ✓ **Most recent 2014 ADA/FDA radiographic guidelines** on selecting patients to receive dental radiographs and using patient assessments when making the decision enhance student decision making and critical thinking skills.
- ✓ **Most recent 2014 coverage of pediatric blood pressure values** provides guidance on when to refer for medical evaluation.
- ✓ **The most current ADA Health History form** used throughout the book reflects current best practices.
- ✓ **New content on managing care for patients with special needs**, including web resources for care of special needs patients, prepares students for specific risk assessment and management challenges.
- ✓ **New box on clinical management** for patients with special needs, such as cystic fibrosis, intellectual disabilities, and traumatic brain injury, prepares readers for effective practice.
- ✓ **New boxes on condition-specific follow-up questions** provide readers with additional tools they can use to obtain a more thorough patient history.
- ✓ **A new full color presentation** of dental conditions and a new pedagogically effective design improve student understanding and make key information easier to locate.
- ✓ **The only text to focus on prevention of medical emergencies**, the book shows readers how to use medical history review to identify clinical conditions and potential risks in patients with compromised health.
- ✓ **Real world case studies** with accompanying questions bring concepts to life and demonstrate preventable emergencies in patients with a wide range of medical conditions, including diabetes, pregnancy, coronary artery disease, and more.
- ✓ **Unique, easy to find follow-up questions** for all conditions on the most recent ADA Health History form help students obtain more detailed patient histories, identify potential risks, and make appropriate treatment plan modifications. Explanations of the questions are included on a comprehensive health history.
- ✓ **Step-by-step procedures** for preventing medical emergencies, as well as for effectively managing those emergencies that do occur, prepare readers for safe patient practice.

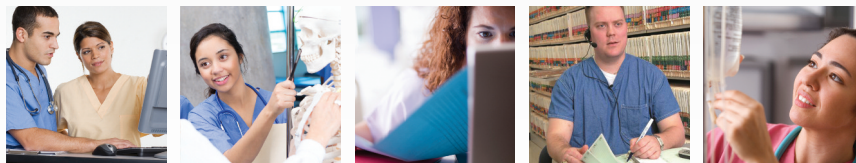
For more information please visit thePoint.lww.com!

Instructor Resources:

- ✓ A NEW Electronic Test Bank saves you time by providing a wide range of pre-created, chapter-specific questions.
- ✓ A NEW chapter-by-chapter PowerPoint Presentation speeds lecture preparation.

Student Resources:

- ✓ Summary Case Studies Online combine and summarize topics in chapters 1-4; 5-8; 9-10; and 11-13. Each summary case study presents patients with multiple conditions to give students additional practice in assessing and managing potential risks.
- ✓ Image Bank gives students online access to the book's images for study on the go.
- ✓ eBook available for purchase



Be Part of the Transformation.



SELLING STRATEGIES

- ✓ Find the course, it can be called Medical Emergencies or Preventing Medical Emergencies
- ✓ Medical Emergencies is a part of the standard Dental Hygiene curriculum. It is either taught as a stand-alone course or is incorporated throughout the curriculum. This content is a part of the patient history or documentation portion of the student's clinical preparation. It may be taught by the pre-clinical instructor or later in the curriculum.
- ✓ If integrated this material can be covered in any of these courses:
 - Pre-Clinic
 - Dental Hygiene Theory
 - Dental Hygiene Clinic I
 - Office Emergencies
 - Medical Office Emergencies
 - Dental Hygiene Theory

UPSELL

- ✓ You could package this book with any intro book

DISCOVERY QUESTIONS

- ✓ Ask where medical emergencies are taught in the curriculum? Is it taught as a stand-alone course or integrated into another course?
- ✓ Ask: How do your students identify critical risk factors during a patient history?
- ✓ Do your students see special needs patients in the clinic? How does their textbook prepare them for working with these patients?
- ✓ How is safety and emergency prevention covered in the course? Is it considered equally important as emergency treatment or more so?
- ✓ How does your current book cover patients with special needs?
 - A: Pickett covers clinical management for patients with cystic fibrosis, intellectual disabilities, and traumatic brain injury. This material prepares readers for specific risk assessment, management challenges and ultimately effective practice when treating special needs patients.

COMPETITION

Grimes, *Medical Emergencies: Essentials for the Dental Professional, 2e.*: 1/2013, Pearson

- This title really focuses on what to do if there is a medical emergency in the practice setting. The primary focus is not on what steps the hygienist takes in using the health history as the primary tool for preventing medical emergencies before they occur.

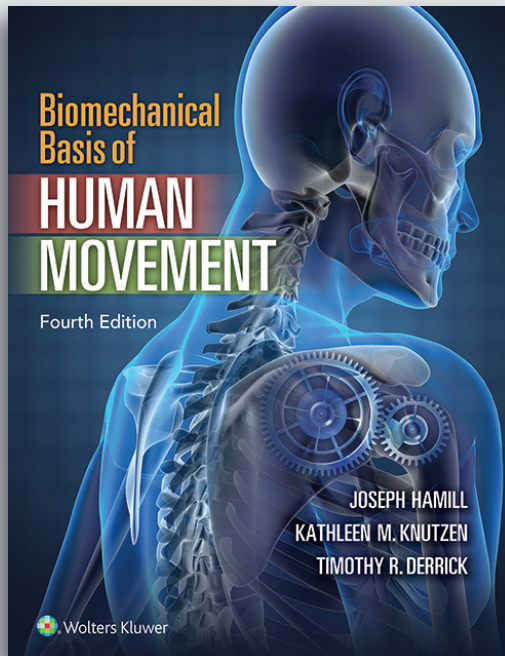
Meiller, *Dental Office Medical Emergencies 5e*, ©2013, Lexicomp

- This title is dated and written more for the dentist.

Exercise Science

Editor: Emily Lupash

Marketer: Shauna Kelley



BIOMECHANICAL BASIS OF HUMAN MOVEMENT, FOURTH EDITION

Joseph Hamill, Kathleen Knutzen, Timothy Derrick

978-1-4511-7730-5 / October 2014

Focusing on the quantitative nature of biomechanics, *Biomechanical Basis of Movement, Fourth Edition* integrates current literature, meaningful numerical examples, relevant applications, hands-on exercises, and functional anatomy, physics, calculus, and physiology to help students—regardless of their mathematical background—understand the full continuum of human movement potential.

Unique in the market for its combination of rigor, readability, and evidence-based information, the book focuses on the movement of muscle groups rather than individual muscles to provide students with a holistic understanding of human movement.

This Fourth Edition features a new problem generator for instructors, which randomly generates an unlimited number of numerical problems for student practice, and free MaxTRAQ motion analysis software that shows biomechanics in action and allows students to track data and analyze motion in a dynamic, video-enriched online environment.

Instructor Resources:

- ✓ NEW! A robust problem generator randomly generates an unlimited number of numerical problems you can assign to students for practice and self-testing.
- ✓ Brownstone test generator, loaded with pre-made text-specific questions, saves you time and makes creating and printing tests easy.
- ✓ Pre-loaded PowerPoint presentations speed lecture preparation.
- ✓ A complete image bank enhances lecture and exam preparation.
- ✓ WebCT and Blackboard Ready Cartridges allow you to connect to your preferred course management system with ease.

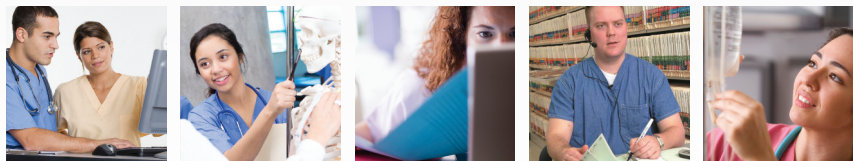
Student Resources:

- ✓ Answers to the text's review questions help students master key concepts.
- ✓ Confidence-building practice quizzes allow students to test their understanding of key concepts and prepare for exams.
- ✓ MaxTRAQ motion analysis software brings concepts to life and allows students to track data and analyze motion in a dynamic, video-enriched environment.

New and Unique Features:

- ✓ **Hands-on exercises** involve students in working out biomechanics problems to illustrate concepts and build understanding.
- ✓ **Illustrative and explicit art** clarifies important points and makes complex concepts easier to understand.
- ✓ **In-text references** direct students to MaxTRAQ motion analysis software where they can track data and analyze motion in an intuitive online environment.
- ✓ **Quantitative examples** are presented in a detailed, logical manner to build student understanding and dispel misconceptions.
- ✓ **Citations to current biomechanics literature** provide access to the latest research in the field.

For more information please visit thePoint.lww.com!



Be Part of the Transformation.



BIOMECHANICAL BASIS OF HUMAN MOVEMENT, 4E (*continued*)

SELLING STRATEGIES

- ✓ The target market for this book is biomechanics taught at the senior undergraduate or lower level graduate market. Reps should particularly target those schools with stronger students, and schools that have a Master's Program.
- ✓ Showcase the problem generator as a way to open the conversation- this meets a major painpoint in the market.
- ✓ Secure your rolls! This is a hugely important book for us and it is imperative to secure your rolls.

DISCOVERY QUESTIONS

- ✓ How would you describe the rigor level of your course? Our title is one of the most detailed, comprehensive, and rigorous texts, so this will fit into higher level courses well.
- ✓ Do you cover any functional anatomy in this course? Do you want your students to have to buy a separate book in functional anatomy? We have functional anatomy coverage unlike our competition.

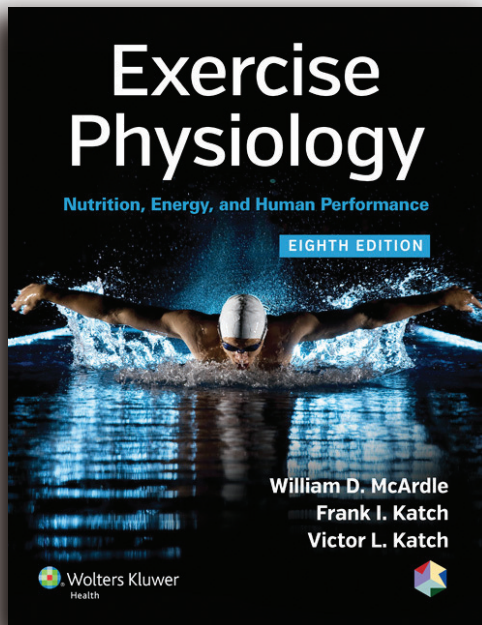
COMPETITION

Hall: *Basic Biomechanics, 7e*, 2/2014, MGH 978-0073522760

- INDIRECT competition- Hamill as at a much higher level and so these appeal to different courses
- Good integration of qualitative and quantitative examples

McGinnis: *Biomechanics of Sports and Exercise, 3e*, 3/2103, Human Kinetics, 978-0736079662

- INDIRECT competition- Hamill as at a much higher level and so these appeal to different courses



Ancillaries

- ✓ Save time planning and spend more time with your students with instructor resources, including an Image Bank, instructor PowerPoint, and a Test Generator.
- ✓ Take your students' learning beyond the book with free resources that reinforce skills and knowledge, including more than 30 animations of key exercise physiology concepts, an online quiz bank, online references, and useful appendixes.

EXERCISE PHYSIOLOGY: NUTRITION, ENERGY, AND HUMAN PERFORMANCE, EIGHTH EDITION

William McArdle, Frank Katch and Victor Katch

978-1-4511-9155-4 / February, 2014

Setting the standard for more than 30 years, nearly half a million students have built a solid foundation of the scientific principles underlying modern exercise physiology with *Exercise Physiology* by William D. McArdle, Frank I. Katch, and Victor L. Katch.. This Eighth Edition is updated with the latest research in the field to provide current coverage of how nutrition, energy transfer, and exercise training affect human performance.

A vibrant new full color "magazine style" design, along with updated art in every chapter, works hand in hand with the descriptive content, making even complex topics easier to understand and key information easier to locate.

Throughout the text, the authors apply exercise physiology principles to practical skills, illustrate how theory comes to life through research, and clarify complex issues and problems. References posted online provide the evidence behind the science, as well as a complete list for further reading.

- ✓ **NEW!** Get your students actively involved in the content through the new "magazine style" layout that makes the text feel more accessible.
- ✓ **NEW!** Help your students succeed in the course by referring them to "Ancillaries at a Glance" boxes that outline the tools they can use for extra practice and reinforcement.
- ✓ **NEW!** Enhance your students' visual understanding through new, pedagogically sound artwork in every chapter.
- ✓ **NEW!** Help your students stay current with advances in the field with updated content that reflects the latest trends and findings of the profession.
- ✓ **NEW!** Give students a gateway to the latest research in the field through one-click access to every reference in the book (accessible online at the free companion website).
- ✓ Help your students gain an understanding of how researchers contribute to our knowledge of exercise physiology through engaging section-opening interviews with key figures in the field.
- ✓ Reinforce your students' understanding with Chapter Objectives, Integrative Questions that pose open-ended questions for reflection on complex concepts, and FYI sections that offer "good to know" information.
- ✓ Show your students how theoretical concepts relate to practical skills through "In a Practical Sense" features.
- ✓ Help your students gain an understanding of the past, present, and future of the profession through coverage of important milestones and future directions in the field.



Be Part of the Transformation.



EXERCISE PHYSIOLOGY: NUTRITION, ENERGY, AND HUMAN PERFORMANCE, EIGHTH EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ This is a core course in every program, and we have multiple offerings. Thus, we should own this course. Moving towards a curriculum-level sale here, this is a crucial hole to fill in for any program where we do not already own the business.
- ✓ Make sure you're asking about approach and capturing that information somewhere. This is a critical component for future sales efforts.
- ✓ Look for places where there are two exercise physiology courses, as this will often sell into the second one, and you can sell Kraemer for first one.

DISCOVERY QUESTIONS

- ✓ What level of rigor do you aim for in your exercise physiology course?
We have multiple offerings in this program, ranging from introductor level to McArdle, which is a very rigorous text. You should know this response for all of your exercise physiology programs so you can match the right book to the right course.
- ✓ How much nutrition coverage do you offer as part of your exercise physiology course?
One of the unique aspects of McArdle is the coverage of nutrition. This helps the book fill a very specific niche and will help you close business.

COMPETITION

INDIRECT: Powers, *Exercise Physiology: Theory and Application to Fitness and Performance, 7e*, McGraw, 2011

INDIRECT: Wilmore, *Physiology of Sport and Exercise With Web Study Guide, 5e*, Human Kinetics, 2011



EXERCISE PHYSIOLOGY: INTEGRATING THEORY AND PRACTICE, SECOND EDITION

William Kraemer, Steven Fleck, Michael Deschenes

978-1-4511-9319-0 / February 2014

Help your students develop an understanding of exercise physiology concepts and their application athletic performance and well-being with *Exercise Physiology, 2e*. Using an engaging evidence-based approach that combines research and theory with practical discussions of nutrition and training, the authors help students understand how the human body works and responds to exercise.

The Second Edition includes new video clips, a fresh new design, and enhanced online teaching and learning resources to save you time and help your students succeed.

New and Unique Features:

- ✓ **New video clips** from experts demonstrate fascinating, real-life applications to a variety of exercise science careers.
- ✓ **A more streamlined and applied endocrine chapter** connects more with other chapters and better prepares students for their future careers.
- ✓ **Enhanced art and photos** bring concepts to life.
- ✓ **Ask the Expert boxes** present key issues from the real-world perspective of experts and industry leaders.
- ✓ **Case studies with scenarios and questions** prepare students for practice and build their critical thinking skills.
- ✓ **Real-world sports examples** show concepts in action.
- ✓ **Practical Questions from Students boxes** answer the types of questions frequently asked of the authors by their students to clarify complex topics and dispel misconceptions.

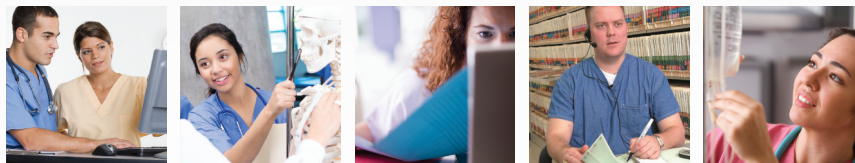
For more information please visit thePoint.lww.com!

Instructor Resources:

- ✓ A pre-created PowerPoint Presentation speeds lecture preparation.
- ✓ A Test Bank of chapter-specific questions saves you time in building quizzes and exams
- ✓ A complete image bank enhances lecture and exam preparation.
- ✓ LMS cartridges allow you to connect to your preferred course management system with ease.
- ✓ Answers to Review Questions speed student assessment.

Student Resources:

- ✓ Animations demonstrate complex concepts in a dynamic, memorable way.
- ✓ Video Clips from experts demonstrate fascinating, real-life applications in a variety of exercise science careers.
- ✓ Quizzes provided unlimited online practice to help ensure content mastery.
- ✓ Additional Ask the Expert boxes provide additional real world perspectives.
- ✓ Electronic Flashcards provide a handy tool for review and self-testing.



Be Part of the Transformation.



EXERCISE PHYSIOLOGY: INTEGRATING THEORY AND PRACTICE, 2E (*continued*)

SELLING STRATEGIES

- ✓ This is a core course in every program, and we have multiple offerings. Thus, we should own this course. Moving towards a curriculum-level sale here, this is a crucial hole to fill in for any program where we do not already own the business.

DISCOVERY QUESTIONS

- ✓ Do your students struggle with understanding Exercise Physiology, and/or carrying that understanding into subsequent courses?
 - Though aimed at an introductory level course, this book is rich with features aimed at increasing student engagement, including animations, video clips, real world examples, and electronic flashcards. Combined, these can help your students better engage with AND retain the content they are learning.
- ✓ Do you struggle to relate the concepts you're teaching to their practical application (which today's students crave for true understanding)?
 - This text uses practical examples throughout so students can relate directly to the concepts that are being presented, and uses research to give students a way of understanding exercise science and prescription. Using practical examples from areas of the field like personal training, strength & conditioning, athletic training, wellness education, fitness instruction, and exercise tech, this approach allows students to cross-reference, for example, physiologic information or exercise training adaptations or technology with examples of how the material would be seen/approached in a real-world setting. The fun and practical applications are integrated into the text and are given as the motivation for learning exercise physiology concepts (they encourage critical thinking rather than memorization).

COMPETITION

Powers, *Exercise Physiology: Theory and Application to Fitness and Performance, 7e*, McGraw, 2011

- Not as applied as Kraemer
- Well known and respected in the market

Wilmore, *Physiology of Sport and Exercise With Web Study Guide, 5e*, Human Kinetics, 2011

- Top title with lots of respect and loyal users
- Lower level with less emphasis on rigor and students support

Coaching Psychology Manual, 2e

978-1-4511-9526-2

8.375x10.875, 224 pages

April 2015

Description and Features

This second edition of the **Coaching Psychology Manual** helps health, wellness, lifestyle, positive psychology, and personal coaches work with clients to achieve their health, well-being, and life goals.

Endorsed by the ACSM, packed with examples and scenarios, and now in vibrant full color, this comprehensive guide covers techniques and concepts for supporting clients in changing the behaviors and mindsets needed to thrive, in all areas of wellness, including fitness, nutrition, weight, mind/body, stress, and management of life issues that impact well-being.

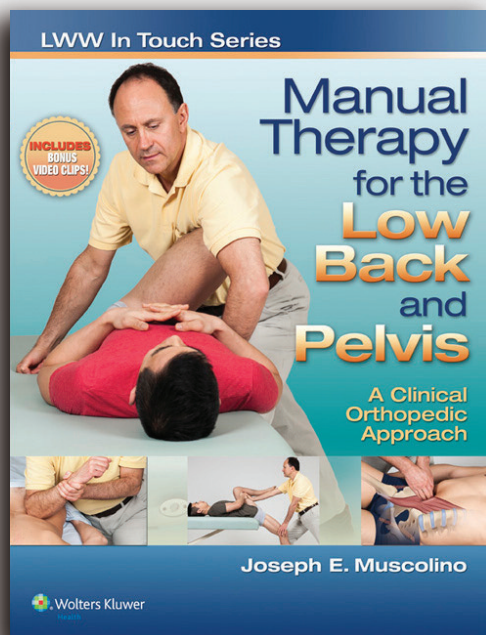
- Reviewed by the American College of Sports Medicine, the gold standard in credentialing of health and fitness professionals, exercise, weight management and sports nutrition guidelines, and sports medicine, ensures innovation, high quality, and engaging practical application.
- Examples of coaching collaboration, specific to the skills discussed, offer additional insights and perspectives on effective coaching practices.
- Up-to-date information from the Wellcoaches School of Coaching, a global leader in health and wellness coach training and education, helps students and professionals prepare for the ACSM-endorsed Wellcoaches coach certifications.
- Translation of new research in coaching outcomes, emotion regulation, neuroscience, self-compassion, and creativity.
- More examples of coaching dialogues are included throughout the book.
- Expanded discussion of coaching psychology, including the latest motivational interviewing techniques and self-determination theory. The ultimate goal of coaching is client self-determination.
- Striking use of full color makes the text more visually appealing and clarifies complex concepts.

Notes:

Message

Editor: Jonathan Joyce

Marketer: Leah Thomson



MANUAL THERAPY FOR THE LOW BACK AND PELVIS: A CLINICAL ORTHOPEDIC APPROACH

Joe Muscolino

978-1-58255-880-6 / May, 2014

Ideal for both massage therapy students and practicing therapists, *Manual Therapy for the Low Back and Pelvis: A Clinical Orthopedic Approach* empowers readers to develop the advanced clinical orthopedic skills they need to confidently and effectively manage pain and conditions in the lower back and pelvis.

Drawing on his experience as a chiropractor, manual therapist, and educator, author Joe Muscolino guides readers through effective clinical orthopedic manual therapy techniques for the functional muscle groups and joints of the lower back and pelvis. Accompanying online video clips demonstrate techniques in action.

Part One provides an overview of anatomy and physiology, common pathologic conditions, and assessment, while Part Two offers a variety of tested and proven treatment techniques. Each treatment chapter combines illustrations and photos with detailed explanations to help readers visualize and understand the specific technique and underlying anatomic structures. Two online bonus chapters cover self-care for the client and therapist.

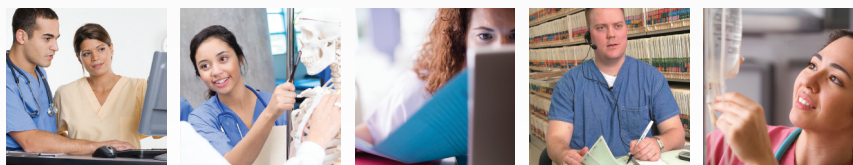
Resources for students:

- ✓ Bonus Chapter: Self-Care for the Client
- ✓ Bonus Chapter: Self-Care for the Therapist
- ✓ Chapter Review Questions and Answers
- ✓ Answers to Case Study "Think It Through" questions
- ✓ Videos of Selected Techniques

Resources for instructors:

- ✓ Complete Image Bank (photos, illustrations, tables)

- ✓ **Alert your students to contraindications and precautions** that therapists must take before performing manual therapy on the lower back and pelvis through Caution! boxes throughout the text.
- ✓ **Enable your students to see techniques in action** through links to video clips online.
- ✓ **Ensure your students' understanding of each Treatment Routine** through images and detailed technique explanations for each functional muscle group.
- ✓ **Prepare your students for practice** with Practical Applications that pair with the Treatment Routines.
- ✓ **Give your students an opportunity to delve deeper into the treatment techniques** with Therapist Tips throughout the text.
- ✓ **Enable your students to apply critical reasoning when assessing clients** through Case Studies with "Think it Through" questions that connect the pathologies in Part 1 with the techniques in Part 2.
- ✓ **Help your students master each chapter's concepts** with Chapter Objectives, Chapter Outlines, Key Terms, Chapter Summaries, and Review Questions.
- ✓ **Increase your students' visual understanding** with photos enhanced with illustrations of underlying anatomic structures.



Be Part of the Transformation.



MANUAL THERAPY FOR THE LOW BACK AND PELVIS: A CLINICAL ORTHOPEDIC APPROACH (*CONTINUED*)

SELLING STRATEGIES

- ✓ The course can be called: Deep Tissue Massage, Orthopedic Massage, or Modalities.
- ✓ There is also tremendous opportunity for schools to build continuing education courses around this titles
- ✓ KNOW: This straightforward, procedures-oriented book empowers students to develop the clinical orthopedic skills they need to confidently and effectively manage pain and conditions in the lower back and pelvis.
- ✓ SHOW: Practical online resources:
 - Bonus Chapter: Self-Care for the Client and Therapist
 - Chapter Review Questions and Answers
 - Answers to Case Study "Think It Through" questions
 - Video Clips of Selected Techniques
 - Complete Image Bank with photos, illustrations & tables

UPSELL

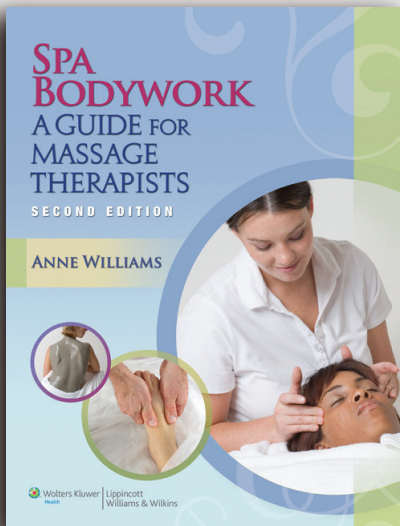
- ✓ Focus on a curriculum sale where appropriate, this book can be packaged with any title in the massage list.

DISCOVERY QUESTIONS

- ✓ How is Orthopedic Massage taught in the program?
- ✓ Do you teach Modalities? What Modalities do you cover?
- ✓ Where do you teach Deep Tissue Massage?
- ✓ Do you teach continuing education courses? If yes, J15what are they?

COMPETITION

No direct competitors



SPA AND BODYWORK: A GUIDE FOR MASSAGE THERAPISTS, SECOND EDITION

Ann Williams

978-1-4511-7678-0 / January, 2014

Spa Bodywork, Second Edition, covers everything the massage therapy student or practicing massage therapist needs to know to incorporate multi-layered and multi-textured spa treatments into their massage practice. While wet-room equipment and techniques are discussed, the book focuses on spa treatments that can be delivered in dry-room settings, such as private practice, massage clinics, or day spas—without the need for expensive equipment.

Featuring new treatments, new photos, new video clips that demonstrate techniques, and an expanded set of online tools, the Second Edition helps readers develop the skills they need to gain a competitive advantage when seeking work in the spa industry or adding spa treatments to their massage practice.

All treatments—from salt and sugar glows to body polish to stone massage—are covered in step-by-step detail, illustrated with photographs that show how to position the client and how to apply products such as seaweed, essential oils, and mud, and enhanced by exciting online video clips that bring techniques to life.

Take your students' learning beyond the book with free online resources.

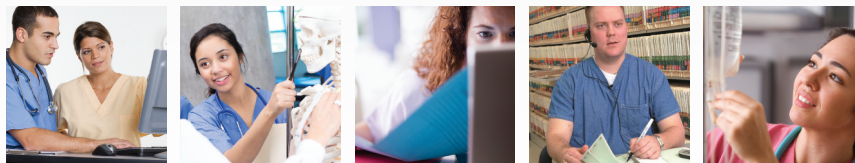
Resources for students:

- ✓ Case Studies posted in PDF
- ✓ Full Text On-line
- ✓ Over 90 minutes of technique video clips
- ✓ Quiz Bank

Resources for instructors:

- ✓ PowerPoints
- ✓ Image Bank
- ✓ LMS Catridge

- ✓ **NEW!** Deepen your students' understanding of popular spa bodywork techniques ranging from draping to body polish to stone massage with over 90 minutes of technique video clips that reinforce the text's content.
- ✓ **NEW!** Ensure your students are prepared to deliver treatments that reflect the most current trends in spa services through updated instructions and the new "Your Spa Massage" chapter.
- ✓ **NEW!** Increase your students' understanding of how to deliver each treatment with 40-50 new photographs that enhance the already stunning illustration program.
- ✓ Develop a strong foundation in core techniques, including spa draping, positioning the client for product application, removal techniques for the dry room and wet room, and treatment enhancers.
- ✓ Master the details of delivering spa treatments with handy tips on indications and contraindications for each treatment, equipment needs, product choices, promotion, and client management.
- ✓ Prepare for a successful career in the spa industry with advice on how to develop original services, write a spa program, create a spa menu, and handle marketing, retail sales, and budgeting.
- ✓ Find key information fast with a standard format for each treatment chapter and Treatment Overviews that provide checklists of key steps.
- ✓ Ensure proper hygiene in the spa with Sanitation boxes that provide handy clean-up and sanitation tips and instructions for cleaning equipment.
- ✓ Develop a personal spa philosophy with the help of For Your Information and For Your Exploration boxes that contain key information, and writing prompts.
- ✓ Understand the wider application of spa therapies with Broaden Your Understanding boxes that focus on topics such as the use of a specific product in other countries, treatments offered by estheticians, etc.
- ✓ Learn to develop highly original spa services with the promotional descriptions and ready-to-use recipes in Sample Treatment pages at the end of the book.
- ✓ Increase your knowledge with coverage of how spa treatments and massage can support wellness, culturally based spa treatments, and techniques used by medical spas to help treat common conditions.
- ✓ Reinforce your understanding of key concepts and skills through summaries, review questions, references, fill-in-the-blank questions, and the Spa Fusion features (modeled after the Massage Fusion sections in Massage Mastery) that include study tips, fun activities, professional development ideas, etc.).



Be Part of the Transformation.



SPA AND BODYWORK: A GUIDE FOR MASSAGE THERAPISTS, SECOND EDITION (CONTINUED)

SELLING STRATEGIES

- ✓ The course is usually called Spa Bodywork or Relaxation Techniques.
- ✓ ASK: How they teach Spa Bodywork or Relaxation Therapy in their program? It can be integrated into other courses or taught as a stand-alone.
- ✓ Some schools have two tracts: Clinical and Spa. New Spa tracts are popping up so ask about any new programs being developed.

UPSELL

- ✓ Focus on a curriculum sale where appropriate, this book can be packaged with any title in the massage list.

DISCOVERY QUESTIONS

- ✓ How do you teach Spa Bodywork or Relaxation Therapy in your program?
- ✓ Is it integrated or taught as a stand-alone course?
- ✓ What topics do you cover? Align the topics they cover with the Williams TOC.

COMPETITION

Capellini: *The Complete Spa Book for Massage Therapists* 10/02/09

- Author not well known

Mihina: *Natural Spa and Hydrotherapy: Theory* 03/13/09

- Pulled information specifically from other books. Williams is cited in Ch. 4

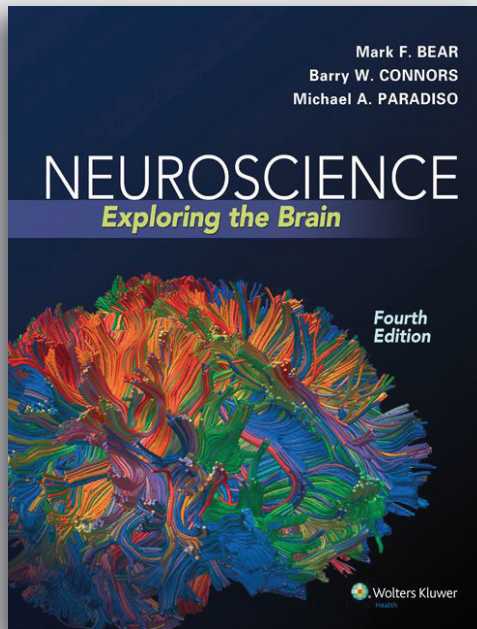
Crebbin-Bailey: *The Spa Book: The Official Guide to Spa Therapy*, 2007

- Old, written for the UK market.

Neuroscience

Editor: Jonathan Joyce

Marketer: Shauna Kelley



NEUROSCIENCE: EXPLORING THE BRAIN, FOURTH EDITION

Mark F. Bear; Michael A. Paradiso; Barry F. Connors

978-0-7817-7817-6 / March, 2015

Engage your students in the excitement of the dynamic, rapidly changing field of neuroscience with *Neuroscience: Exploring the Brain, 4e*. Acclaimed for its clear, friendly style, excellent illustrations, leading author team, and compelling theme of exploration, this market-leading text takes a fresh, contemporary approach to the study of neuroscience and the biological basis of behavior. The authors' passion for the dynamic field of neuroscience and their skill as classroom professors is evident on every page, engaging students and helping them master the material.

The new Fourth Edition has been fully updated to reflect the latest research and advances in the field and is now even more student-friendly, featuring striking new illustrations, additional animations, and a full suite of ancillary resources designed to make instructors more efficient and students more successful.

Student Resources:

- ✓ **Student Quiz Bank** allows students to assess their mastery of key concepts.
- ✓ **Acland videos** offer compelling dissection video clips of real human anatomical
- ✓ **Animations** bring concepts to life and enhance student comprehension.
- ✓ **Answers to review questions** reinforce main ideas from the text.
- ✓ **Labeling exercises** help students master key anatomical features.
- ✓ A full **Glossary** provides definitions for key terms and phrases.

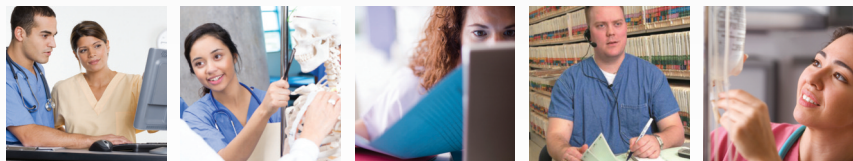
Instructor Resources:

- ✓ **Path of Discovery Boxes** from all editions, including almost 25 new contributions, are available to bring lectures and the science to life.
- ✓ A **complete image bank** enhances lecture and exam preparation.
- ✓ **Lecture outlines** speed the lecture preparation process.
- ✓ **Student Assignments and Activities** engage students and help them master the material.
- ✓ **PowerPoint Presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- ✓ A **robust test generator** helps you put together tests that assess your students' understanding of the material.

New and Unique Features:

- ✓ **Substantial content updates and expansions** bring this new edition up to date with the latest research and findings in the field. New material includes introductions to genetic engineering, optogenetics, connectomics, deep brain stimulation, molecular medicine, and neuroeconomics.
- ✓ **More than 20 New Path of Discovery Boxes** from leading neuroscience researchers, including Nobel Laureates Mario Capecchi, Robert Lefkowitz, Eric Kandel, and May-Britt Moser and Edvard I. Moser.
- ✓ **New and updated illustrations** add to the student-centered approach.
- ✓ **New animations** accompanying the text make key topics more easily understood.
- ✓ A **neuroanatomy atlas insert** (Appendix to Chapter 7) provides large images that highlight the anatomy of the brain, along with a self-quiz that gives students an opportunity to check their understanding.
- ✓ **"Of Special Interest"** boxes provide interesting facts and topics that connect theory with real-life neuroscience applications.
- ✓ **"Brain food"** boxes provide additional information on key topics.

For more information please visit thePoint.lww.com!



Be Part of the Transformation.



NEUROSCIENCE: EXPLORING THE BRAIN, FOURTH EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ Start with rolls! All contact information for past/present adopters is updated in SLX so make sure you're touching all of the appropriate rolls.
- ✓ Showcase the Paths of Discovery boxes, as these are a big part of the story
- ✓ Utilize the video to get your foot in the door remotely.

DISCOVERY QUESTIONS

- ✓ Have student needs/behaviors changed in your course? How does your current text keep students engaged? The exploration theme of Bear aims to better engage students.
- ✓ What is your focus - biological, psychological, or both? In particular, Bear works well for a biological or mixed approach.
- ✓ What resources do you currently use in your classroom? The ancillary package for Bear is above and beyond what many instructors in this course may be used to.

COMPETITION

Purves: *Neuroscience, 5e*, 773 pages, 603 illustrations, 2011, Sinauer Associates, \$139.00

- This text is intended primarily for medical and premed students taking undergraduate neuroscience courses, as well as graduate students and medical students. Purves has more detail at the molecular level than Bear. This text also emphasizes the structure of the nervous system, the correlation of structure and function, and the principles particularly pertinent to the practice of medicine.

Kandel: *Principles of Neural Science, 5e*, McGraw Hill 10/12

- This text is for introductory courses in the biology of behavior. It emphasizes the interrelationship of neurobiology and cognitive science to discuss the biology of behavior. We currently believe that this book will be going out of print based on competitive information. This text is two color and is higher level and more aimed at medical schools

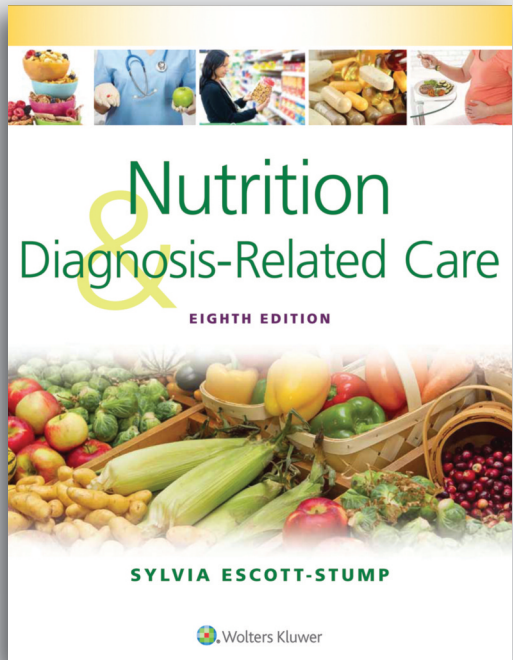
Squires: *Fundamental Neurosciences, 4e*, 1152 pages, 2012, Academic Press

- This title is clinical, focusing on the needs of students and practitioners and thus not necessarily a direct fit.

Nutrition

Editor: Jonathan Joyce

Marketer: Leah Thomson



NUTRITION AND DIAGNOSIS-RELATED CARE, EIGHTH EDITION

Escott-Stump

978-1-4511-9532-3 / January 2015

Prepare your students for effective practice with *Nutrition and Diagnosis-Related Care, 8e*. Written by well-known author and nutritionist Sylvia Escott-Stump, this best-selling book provides “need to know,” condition-specific, evidence-based medical nutrition therapy information for more than 360 diseases and disorders in a unique monograph-style format that makes information easy to find. An accompanying InKling eBook provides anytime, anywhere access to the fully searchable text online, along with over 50 embedded videos and a wide range of hands-on demonstrations organized by disorders and life-stages. Revised and updated throughout, the Eighth Edition features new information on the treatment of inflammation through nutrition therapy; new and updated coverage of autism and neurodegenerative and neuropsychiatric disorders; timely information for the dietician working in a collaborative, interdisciplinary care setting; and approximately 100 new online case studies on the types of conditions that students will likely encounter in practice.

New and Unique Features:

- ✓ **An accompanying new InKling eBook** includes over 50 embedded videos and a wide range of hands-on demonstrations organized by disorders and life-stages.
- ✓ **A new “Hot Topics” section** in each chapter focuses on current nutrition-related topics, including Inflammation, which is now seen as the root of many disorders.
- ✓ **New and updated content** provides the latest information on autism and neurodegenerative and neuropsychiatric disorders.
- ✓ **New Student Resource:** Approximately 100 Case Studies on various conditions that you would encounter in practice. Located on thePoint..
- ✓ **Nutritional Acuity Level Rankings** developed for each condition from a survey of over 75 clinical nutrition managers and practitioners highlight the most prevalent and common conditions seen and treated by dietitians.
- ✓ **A quick reference format** provides background information, objectives for care, dietary and nutritional recommendations, and commonly used medications, herbal, and botanical remedies and their potential side effects for every condition.
- ✓ **A unique focus on genomic content** provides readers the research-based information they need to diagnose, treat, and personalize a nutrition therapy program that takes into account genetics-related risk factors.
- ✓ **An updated art, illustration, and design program** features an updated template with new headers that highlight Food/Drug Interactions and Common Drugs to make essential information easier to find.
- ✓ **Unique coverage of PES** (Problem related to the Etiology as evidenced by Signs & Symptoms) demonstrates how the assessment is linked to the actual problem as required by the Academy of Nutrition and Dietetics.
- ✓ **Case studies** (in Appendix C and online at thePoint) illustrate current trends and issues and encourage readers to apply what they have learned to clinical practice situations.
- ✓ **A “Hot Topics” section** in each chapter focuses on current nutrition-related topics, including Inflammation, which is now seen as the root of many disorders.
- ✓ **Icons and other visual elements** help readers quickly locate the information they need.
- ✓ **An extensive section on complementary nutrition** provides vital information on herbs, botanicals, and dietary supplements.

Ancillary Resources:

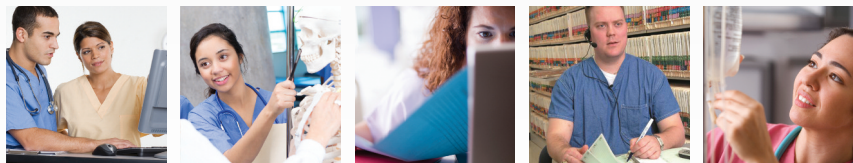
Student:

- ✓ **NEW:** Approximately 100 Case Studies on various conditions that you would encounter in practice.

Instructor:

- ✓ N/A

For more information please visit
thePoint.lww.com!



Be Part of the Transformation.



NUTRITION AND DIAGNOSIS-RELATED CARE, 8E (*continued*)

SELLING STRATEGIES

- ✓ Course Name (s): Internship/Clinical
- ✓ Internships are coordinated by an Internship Coordinator, a faculty member within the Dietetic program. These are the faculty with the most influence on materials recommended to students accepted into an internship. This is the person you want to talk to and sample this book to.
- ✓ All graduates need this book for professional reference.

UPSELL

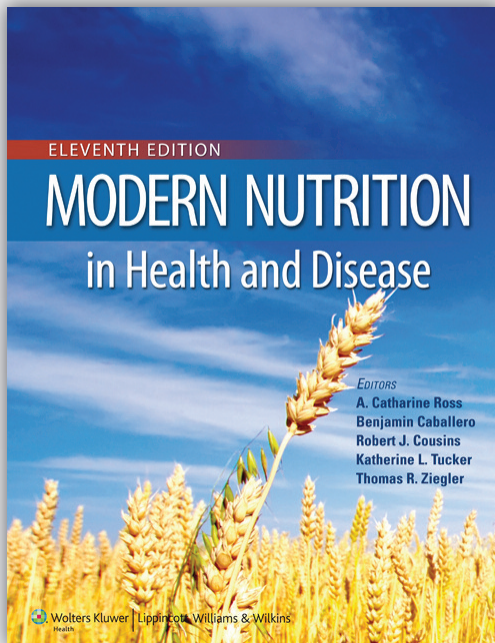
- ✓ Can be packaged with any of our titles in the Nutrition program.

DISCOVERY QUESTIONS

- ✓ Who is the internship coordinator?
- ✓ Who would be the best person to receive a copy of Sylvia, Escott-Stump's book: Nutrition and Diagnosis-Related Care, 8e?
- ✓ Would you consider giving this book to all of your graduates or packaging it with another book in the program so your students can receive it at a discount?
- ✓ How do your students or interns access nutrition information when working with clients in the clinical site?
- ✓ What's the biggest challenge your students have in the clinical when it comes to fact recall?
- ✓ Escott-Stump is the book of choice for many graduate programs. What do you find is the book's greatest strength?

COMPETITION

No direct competition



MODERN NUTRITION IN HEALTH AND DISEASE, ELEVENTH EDITION

Catherine A Ross, Benajmin Caballero, Robert J. Cousins, Katherine L. Tucker, and Thomas R. Ziegler

December, 2012 / 978-1-60547-461-8 / 1648 pages

This widely acclaimed book is a complete, authoritative reference on nutrition and its role in contemporary medicine, dietetics, nursing, public health, and public policy. Distinguished international experts provide in-depth information on historical landmarks in nutrition, specific dietary components, nutrition in integrated biologic systems, nutritional assessment through the life cycle, nutrition in various clinical disorders, and public health and policy issues.

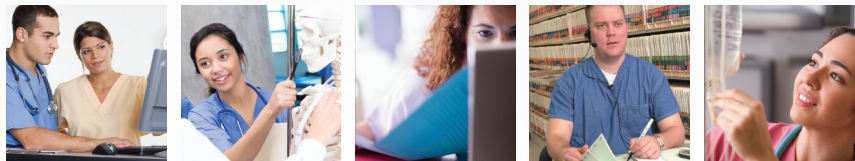
Modern Nutrition in Health and Disease, 11th Edition, offers coverage of nutrition's role in disease prevention, international nutrition issues, public health concerns, the role of obesity in a variety of chronic illnesses, genetics as it applies to nutrition, and areas of major scientific progress relating nutrition to disease.

For the Student:

- ✓ thePoint eBook
- ✓ Appendices
- ✓ Faculty
- ✓ Image Bank
- ✓ PowerPoints of Chapter Outlines

- ✓ **NEW chapters on:** Carotenoids, Nutraceuticals, Prebiotics and Probiotics, Genetic Variation, Epigenetics, Mechanisms of Nutrient Sensing, Metabolic Consequences of Caloric Restriction, Bariatric Surgery, Metabolic Syndrome, Inflammation in Metabolic Diseases, Food Insecurity and Hunger in Children, Irritable Bowel and Diverticular Disease, Cancer Cachexia, Nutrition in Burn and Wound Healing, and Food Assistance Programs
- ✓ **NEW thePoint site** with eBook, Appendices, Image Bank, and PowerPoints of Chapter Outlines
- ✓ **NEW** enhanced two-color design

For more information please visit thePoint.lww.com!



Be Part of the Transformation.



MODERN NUTRITION IN HEALTH AND DISEASE, ELEVENTH EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ This is a graduate level title. Talk to the undergraduate/graduate program director about all of our nutrition titles.
- ✓ KNOW: authoritative reference on nutrition and its role in contemporary medicine, dietetics, nursing, public health, and public policy. Distinguished international experts provide in-depth information on historical landmarks in nutrition, specific dietary components, nutrition in integrated biologic systems, nutritional assessment through the life cycle, nutrition in various clinical disorders, and public health and policy issues.

UPSELL

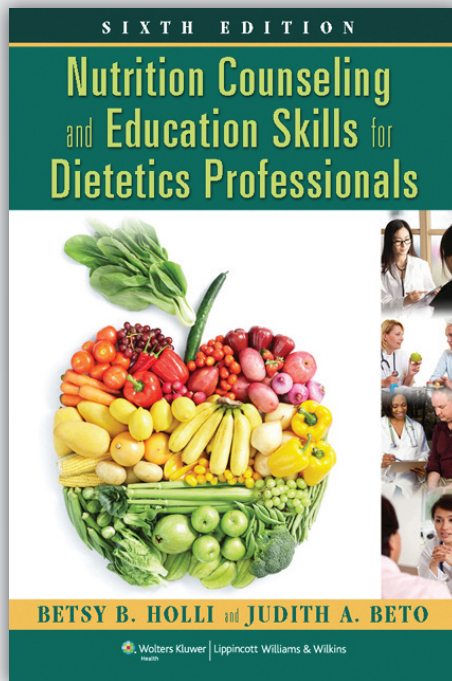
- ✓ Package with any of our Nutrition titles.

DISCOVERY QUESTIONS

- ✓ Where do your students learn about nutrition's role in contemporary medicine?
- ✓ Historical Landmarks in nutrition?
- ✓ Nutritional assessment through the life cycle and public health and policy?

COMPETITION

No Direct Competitor



NUTRITION COUNSELING AND EDUCATION SKILLS FOR DIETETICS PROFESSIONALS, SIXTH EDITION

Betsy Holli and Judith Beto

December, 2012 / 978-1-45112-038-7 / 440 pages

The text covers communications, counseling, interviewing, motivating clients, delivering oral presentations and using media in presentations. Communication is basic to the relationship that the Registered Dietitian (RD) professional has with their clients. The Academy of Nutrition and Dietetics recognizes the importance of communication skills for practitioners to promote health, disease prevention and treatment. Providing people with information on what to eat is not enough, the RD must also promote and facilitate behavior changes to more healthful food choices.

The text incorporates the Nutrition Care Process (NCP) and model, including four steps of nutrition assessment, nutrition diagnosis using PES statement (Problem, Etiology and Signs/Symptoms), nutrition intervention, and nutrition monitoring and evaluation. The PES statements are the most critical in that the Academy of Nutrition and Dietetics has been stressing this as an essential component of their standards and requirements.

The text uses activities, case studies, self assessment questions, web references and graphics to engage the student and drive the content home.

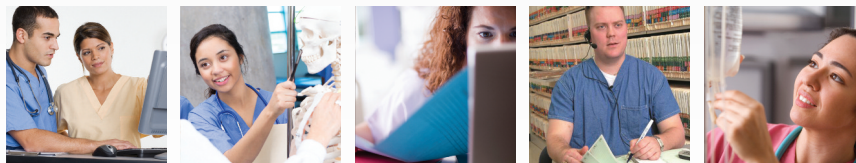
For more information please visit thePoint.lww.com!

For the Student:

- ✓ Full Text Online
- ✓ Additional Case Studies

For the Instructor:

- ✓ Instructor's Manual
- ✓ PowerPoint Presentations
- ✓ Answers to Discussion Questions and Cases from the book
- ✓ Image Bank
- ✓ Question Bank



Be Part of the Transformation.



NUTRITION COUNSELING AND EDUCATION SKILLS FOR DIETETICS PROFESSIONALS, 6E (CONTINUED)

SELLING STRATEGIES

- ✓ This is a graduate level title. Talk to the undergraduate/graduate program director about all of our nutrition titles.
- ✓ **KNOW:** To be effective, the food and nutrition professional must select the most appropriate theory and strategies for the situation. This updated Sixth Edition highlights the Nutrition Care Process (NCP), the basis for the Standards of Professional Practice in delivering patient/client care, describing how to customize the choice of theory or model to the client and the specific situation and cultural context. It focuses on effective nutrition interventions with emphasis on evidence-based theories and models, clinical nutrition principles, and knowledge of behavioral science and educational approaches.

UPSELL

- ✓ Package with any of our Nutrition titles.

DISCOVERY QUESTIONS

- ✓ Ask who teaches communication, patient education and counseling?
- ✓ When do you cover the Nutrition Care Process (NCP)?
- ✓ Can be used in an undergraduate program after their intro-courses.

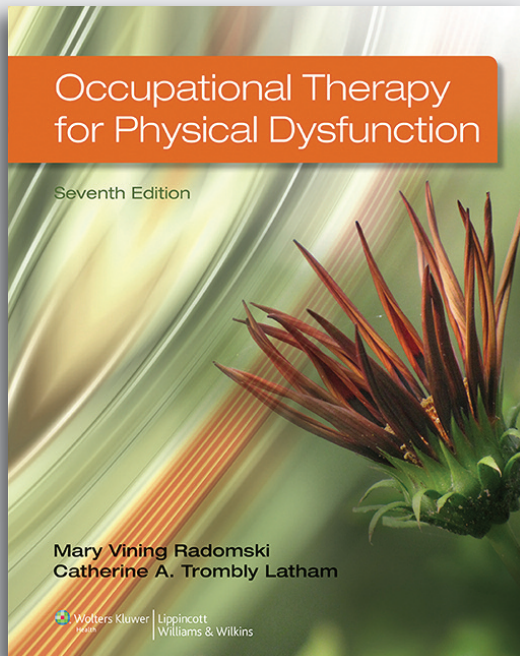
COMPETITION

No Direct Competition

Occupational Therapy

Editor: Mike Nobel

Marketer: Shauna Kelley



OCCUPATIONAL THERAPY FOR PHYSICAL DYSFUNCTION, SEVENTH EDITION

Mary Radomski

October 2013 / 978-1-4511-2746-1

Covering the assessment and treatment of adult patients with physical dysfunction, this highly regarded text helps occupational therapy students develop the skills and knowledge they need to become reflective practitioners. The authors introduce the Occupation Functional Model (OFM) in the first section, setting the stage for subsequent discussions that guide students from initial evaluation to treatment to follow-up.

This updated Seventh Edition includes updated research, new activity analysis case examples that clarify links to the OT framework, new photos, new online videos, and a streamlined organization, which includes three bonus chapters posted online.

Extend your students' learning beyond the book with online resources, including:

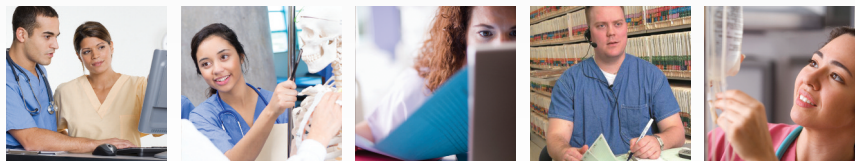
- ✓ A wide range of videos, including NEW videos, expanding our video library to a total of 25 videos, to illustrate key concepts
- ✓ Answers to the book's Clinical Reasoning questions
- ✓ Three bonus chapters: Optimizing Motor Behavior Using the Bobath Approach; Optimizing Motor Behavior Using the Brunnstrom Movement Therapy Approach; and Managing Deficit of First-Level Motor Control Capacities Using Rood and Proprioceptive Neuromuscular Facilitation Techniques
- ✓ Learning Objectives
- ✓ eBook

Save time planning and spend more time with your students with Instructor's Resources, including:

- ✓ NEW! Test Generator
- ✓ Learning Objectives
- ✓ PowerPoint slides
- ✓ Image Bank

- ✓ **NEW! Activity analysis case examples added throughout** to connect chapter topics to practice.
- ✓ **NEW! Content has been updated, revised, and reorganized** to reflect the most current framework and teaching trends
- ✓ **NEW! Expanded discussions** of the various theoretical models emphasize the importance of the plurality of OT theoretical models in practice.
- ✓ **Give your students a theoretical foundation** to guide their professional decisions through the OFM framework that is used consistently throughout the book.
- ✓ **Equip your students with the best evidence** for the effectiveness of the interventions discussed in the text with Evidence tables that summarize research studies.
- ✓ **Prepare your students for professional practice** with Assessment tables that highlight the psychometric properties and the strengths and weaknesses of individual assessment methods.
- ✓ **Help your students understand how chapter topics inform occupational therapy practice** with Case Examples that describe both the occupational therapy process and the clinical reasoning behind the interventions.

For more information please visit thePoint.lww.com!



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SELLING STRATEGIES

- ✓ Secure all Rolls!
- ✓ Curriculum sale, emphasizing bundling to upsell our splinting and handbooks
- ✓ Target new faculty members for takeaway business
- ✓ Utilize “bookfair” model to showcase our offering
- ✓ Go back to your W&S adoptions and talk about this title
- ✓ Emphasize that we align to the Occupational Functioning Model

UPSELL

- ✓ *Occupational Therapy Evaluation for Adults: A Pocket Guide*, 978-1-4511-7619-3
- ✓ *Occupational Therapy Evaluation for Children: A Pocket Guide*, 978-1-4511-7617-9
- ✓ *Orthotic Intervention for the Hand and Upper Extremity*

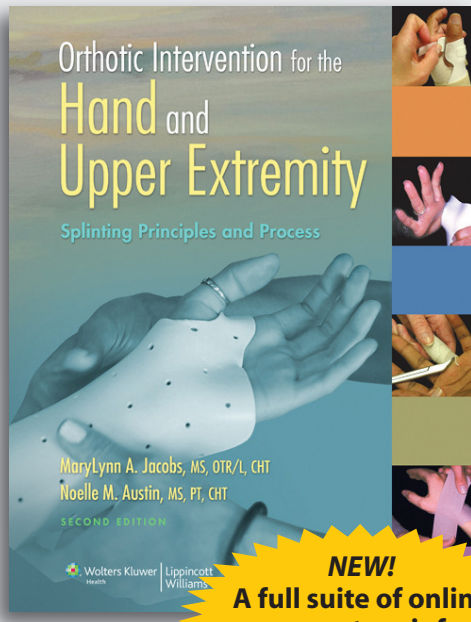
DISCOVERY QUESTIONS

- ✓ Does your program utilize the Occupational Functioning Model?
 - If so, ours is the only title that aligns to this model.
- ✓ Do you have an emphasis on evidence-based practice?
 - The Evidence tables throughout the book will help to reinforce this emphasis to your students and get them thinking through the research lens.

COMPETITION

Pendleton: *Pedretti's Occupational Therapy 73*, Elsevier, 2012

- Uses different framework and so decision is usually made based on preference
- Well known in the market
- Has inferior ancillaries and art program



NEW!
A full suite of online
resources to reinforce
learning.

For students:

- ✓ Video Pearls that show the most common injuries/splints
- ✓ Interactive Quiz Bank
- ✓ Online Case Studies
- ✓ Checklists
- ✓ Clinical forms
- ✓ Anatomy reference tables
- ✓ Rehabilitation vendors list
- ✓ References

For Instructors:

- ✓ Image bank
- ✓ "Clinic in the Classroom" PowerPoint slides
- ✓ Sample Syllabi for 1-day, 10-day session, and 14-16 week sessions
- ✓ Lab Exercises
- ✓ Answers to Chapter Review Questions and Discussion Points from the fabrication process section

ORTHOTIC INTERVENTION FOR THE HAND AND UPPER EXTREMITY: SPLINTING PRINCIPLES AND PROCESS, SECOND EDITION

Marylynn Jacobs and Noelle Austin

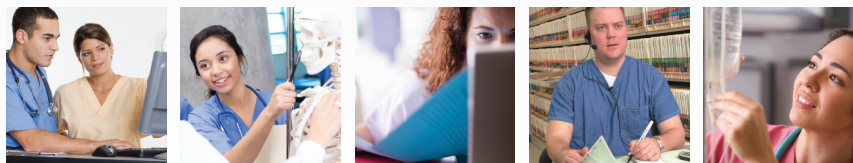
September 2013 / 978-1-4511-4530-4

Providing orthosis patterns for most upper extremity diagnoses, this Second Edition of *Orthotic Intervention for the Hand and Upper Extremity: Splinting Principles and Process* provides a practical framework to help students, as well as new and experienced occupational therapists, make an informed decisions about the best solutions for their patients.

This detailed and easy-to-use reference demonstrates splint fabrication techniques and related interventions for the upper extremity, highlights anatomical and biomechanical principles, discusses associated indications and precautions, details common orthotic interventions, and provides an overview of popular taping methods. Abundantly illustrated, the book includes clinical pearls and a section dedicated to splinting for a spectrum of diagnoses and populations.

- ✓ **NEW!** The book has been updated throughout with the latest information in the field, especially in Section II: Splint Fabrication
- ✓ **NEW!** Information on tissue healing has been added to each chapter.
- ✓ **NEW!** A new chapter covers the transplanted upper extremity and includes emerging concepts on post-operative management.
- ✓ Help your students master key concepts and skills with each chapter's pattern descriptions with accompanying photographs, "Clinical Pearls," and "Pattern Pearls" that include fabrication and orthosis modification tips, as well as insight for improving cost containment and maximizing time efficiency.
- ✓ Help your students apply concepts to the clinical experience with case studies that stimulate clinical reasoning and synthesize text information.
- ✓ Help your students find the information they need fast with the index that lists splints by name and by diagnosis.
- ✓ Show your students how research informs practice with evidence-based examples
- ✓ Prepare your students for practice with consistent use of ASHT orthotics nomenclature throughout the book.
- ✓ Prepare your students for clinical practice with information on specific diagnoses including stiffness, fractures, arthritis, tendon injuries, and peripheral nerve injuries.
- ✓ Provide the information your students need for working with diverse patient populations, including athletes, pediatric patients, and musicians, as well as patients with adult neurological dysfunction, burns, and a transplanted upper extremity.

For more information please visit thePoint.lww.com!



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ORTHOTIC INTERVENTION FOR THE HAND AND UPPER EXTREMITY:
SPLINTING PRINCIPLES AND PROCESS, SECOND EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ Go back to every program and make sure the orthotics instructor has this book
- ✓ Sample and follow-up aggressively to close the business
- ✓ Talk to your faculty when you're making your W&S and Radomski calls to alert them that this is coming
- ✓ Draw their attention to the clinical pearls, as this feature has helped us close business

DISCOVERY QUESTIONS

- ✓ How prepared do you feel your students are to handle orthotic intervention upon graduation?
- ✓ Students need to know this valuable skill, but oftens struggle with the application of it. This book focus on application, pulling in voices from the field and multipe, rich photographs to help students put theory into practice.

COMPETITION

Coppard, *Introduction to Orthotics, 4e*, Elsevier, 8/1/2014

- Prior edition lacked the "hands on" focus of the Jacobs book
- No where near as comprehensive as Jacobs; the book provides a shallow overview and will likely not be used once students start their professional career.

Physical Therapy

Editor: Emily Lupash

Marketer: Shauna Kelley



ANATOMICAL LANDMARK PALPATION VIDEO AND BOOK, FIRST EDITION

Paula Maxwell

978-1-4511-3072-0 / September 2014

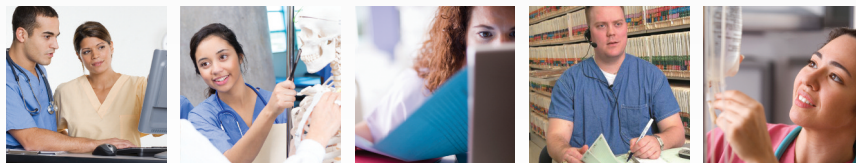
Help your students master landmark palpation skills with the first resource on the market to include video footage that demonstrates full palpation techniques, along with tips for landmark location. The spiral-bound handbook serves as a portable, pictorial summary of the full, web-based video product.

Ideal for use by students on their own or as visual aid when teaching skills in classroom or lab, this handbook/video resource is an ideal supplement for evaluation/assessment and clinical skills courses.

New and Unique Features:

- ✓ **The ONLY video-based landmark palpation resource currently available**, this unique learning tool better prepares students for a variety of careers, including athletic training and physical therapy.
- ✓ **An extensive array of online video clips** demonstrate full palpation techniques, including various angles, views, and tips to help students identify and understand landmarks and palpate the whole body correctly.
- ✓ **On-the-go access to technique videos** via the mobile-friendly website allows anytime, anywhere study and review.
- ✓ **Videos that illustrate both patient and evaluator positioning** ensure that students master how to set up any situation for proper palpation.
- ✓ **Both skeletal and anatomical views** allow students to look at multiple iterations of the same structure.

For more information please visit thePoint.lww.com!



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ANATOMICAL LANDMARK PALPATION VIDEO AND BOOK, 1E (*continued*)

SELLING STRATEGIES

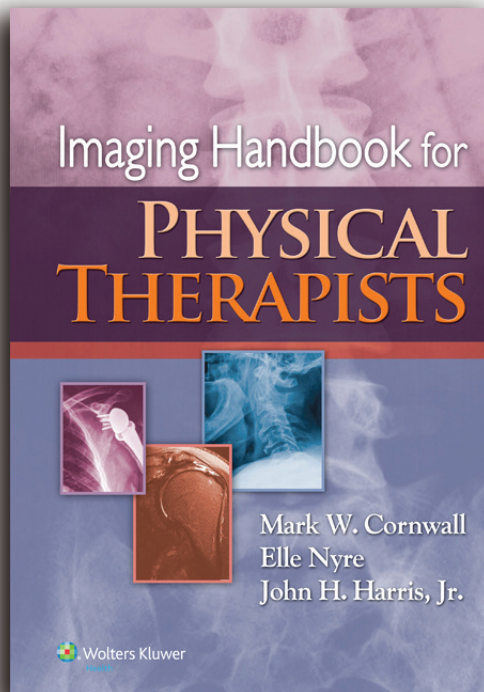
- ✓ Start with the video clips, as these are very much the star of this new title
- ✓ Talk about how/where palpation is taught during each faculty conversation, and look for upsell opportunities for Maxwell through these conversations

DISCOVERY QUESTIONS

- ✓ How and when do you teach palpation? How well do students initially grasp this topic?
 - Maxwell is a one-of-a-kind resource that will better allow students to see how to palpate each muscle, and then review related content in the accompanying book. The combination of visual and written reinforcement will better help students master this concept.
- ✓ Do you ever look for supplemental videos to help you teach palpation?
 - If so, Maxwell is your single source for all of the authoritative videos you need to help make this concept easy and accessible for students.

COMPETITION

No direct competition



IMAGING HANDBOOK FOR PHYSICAL THERAPISTS

Mark Cornwall, Elle Nyre, and John Harris

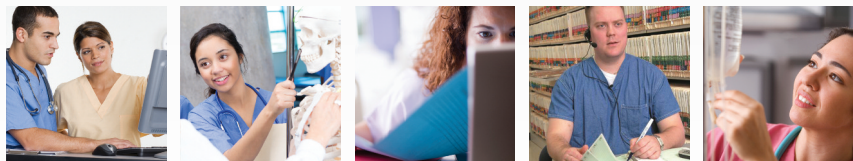
978-1-4511-3031-7 / February, 2014

This quick-reference imaging handbook provides students and practicing physical therapists the essential information they need to accurately interpret patients' radiographic images, better understand the nature of a pathology or injury, expertly plan and implement a physical therapy treatment plan for each patient, and explain to patients why the treatment is needed and how it will help them.

Covering the most common pathologies and conditions seen in a typical musculoskeletal physical therapy clinic, this concise handbook uses high quality images to illustrate the normal radiographic, CT, and MRI anatomy, and, by comparison, changes in the skeleton caused by various diseases and trauma that typically prompt a physical therapy referral.

Accessible and concise, *Imaging Handbook for Physical Therapists* is organized by body region, making it easy for readers to access information they can use immediately in clinical rotations or everyday practice.

- ✓ **Provide your students with just the essential imaging information** necessary for physical therapy practice.
- ✓ **Enhance your students' visual understanding** with the most profusely illustrated book on the market, featuring strong images personally selected by the authors.
- ✓ **Prepare your students to make informed day-to-day diagnostic, evaluative, and intervention decisions** based on radiographic, CT, and MRI images.
- ✓ **Quickly locate the pathology of interest** through the book's handbook design and organization by body region.
- ✓ **Expand your students' knowledge** through narrative and images that describe normal anatomy, normal imaging views, pathological or post-trauma views, and post-operative and healed views that they will most often see in practice.
- ✓ **Build your students' knowledge of key terms** used in medical imaging through the detailed glossary at the end of the handbook.



Be Part of the Transformation.



SELLING STRATEGIES

- ✓ Ask questions on how much imaging content they cover? Is it a big emphasis or do they just want brief coverage. If they want brief coverage, Cornwall is the title to pitch.

DISCOVERY QUESTIONS

- ✓ Are your students proficient in reading and interpreting images when they graduate?
 - This is an increasingly important skill for physical therapists. Offering the handbook that they can carry into practice is a great way to help your faculty better prepare your students for a clinical setting.

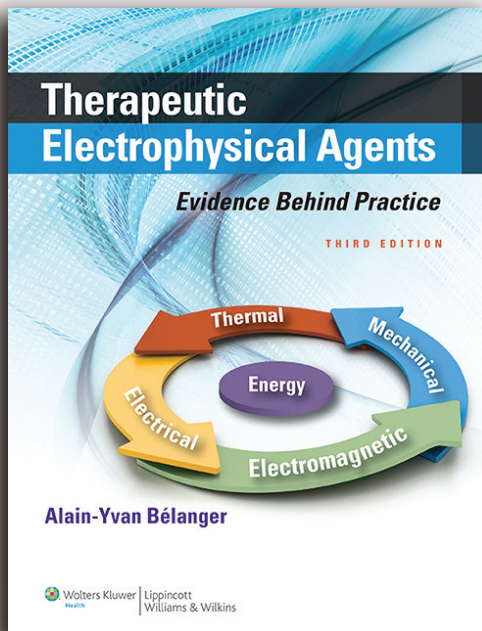
COMPETITION

Swain and Bush, *Diagnostic Imaging for Physical Therapists, 1e*, Elsevier, 2008

- Contains great images and an accompanying DVD
- Not a direct competitor as it aims to be more of a textbook, as compared to our handbook approach

McKinnis, *Fundamentals of Musculoskeletal Imaging 3e*, FA Davis, 2010

- Not a direct competitor as it aims to be more of a textbook



THERAPEUTIC ELECTROPHYSICAL AGENTS: EVIDENCE BEHIND PRACTICE, THIRD EDITION

Alain-Yvan Bélanger / 978-1-4511-8274-3 / January 2014

The third edition of *Therapeutic Electrophysical Agents: Evidence Behind Practice*—revised and expanded, with new chapters and ancillary resources and tools on thePoint—is designed to give you the expertise with electrophysical agents you will need in your clinical practice. As with previous editions, the foundation of this book rests solidly and uniquely on evidence from experimental and clinical human trials. The goal of this textbook is to offer all the necessary knowledge, skills, and tools you need to master the practice of therapeutic electrophysical agents.

The online resources include new unit conversion and dosimetric calculators, which allows students and practitioners to learn about prescribing treatment and what measurements to think about when dosing, without having to work through all the equations. Also included are new practice questions to help prepare for the Physical Therapy certification exam. These questions are similar to the ones students are likely to face on their board exams and will help build proficiency and competence.

Resources for students:

- ✓ Unit Conversion Calculators
- ✓ Dosimetric Calculator
- ✓ Question Bank with board exam style questions
- ✓ Full Text online

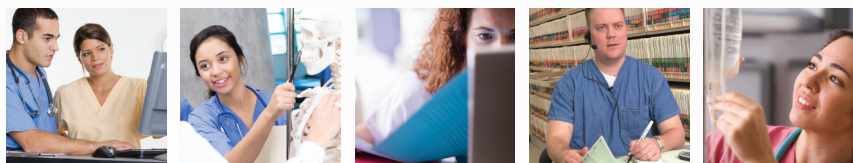
Resources for Instructors:

- ✓ Image Bank

To contact Alain Belanger go to alainyvanbelanger.com.

- ✓ **NEW!** **Toward a Practice Based on Evidence** chapter demonstrates why optimal clinical decision-making should be based on what evidence has proven to be effective.
- ✓ **NEW!** **Extracorporeal Shock Wave Therapy** chapter adds to the body of mechanical agents for the management of chronic soft tissues disorders.
- ✓ **NEW!** **Thermotherapy** chapter encompasses hot pack, paraffin bath, and fluidotherapy topics and integrates skin sensory testing and temperature measurement using infrared thermometer.
- ✓ **NEW!** **Electrical Stimulation for Tissue Healing and Repair** chapter integrates microcurrent and high-voltage pulsed currents.
- ✓ **NEW!** **Neuromuscular Electrical Stimulation** chapter covers biphasic pulsed, Russian, and interferential currents.
- ✓ **Full-color** enlivens text and enhances image quality, clarity, and accuracy.
- ✓ **The Bottom Line** highlights the key elements related to each chapter.
- ✓ **Application, Contraindications, and Risks and Research-Based Indications** assemble and synthesize treatment safety, efficacy, and effectiveness to optimize clinical decision-making.

Visit thePoint.lww.com to learn more about this exciting new edition!



Be Part of the Transformation.



THERAPEUTIC ELECTROPHYSICAL AGENTS: EVIDENCE BEHIND PRACTICE, THIRD EDITION (*CONTINUED*)

SELLING STRATEGIES

- ✓ Master the most clinically relevant and difficult to understand disorders with advanced 3D narrated animations.

DISCOVERY QUESTIONS

- ✓ Do you have an emphasis on evidence-based practice?
 - We are the only title that has such a strong emphasis on evidence-based practice.
- ✓ Do you often use instructor ancillaries to help prepare for teaching?
 - If so, Belanger has the strongest ancillary suite by far and will make an impressive "show" feature.

COMPETITION

Cameron, *Physical Agents in Rehabilitation, 4e*, Elsevier, 2012

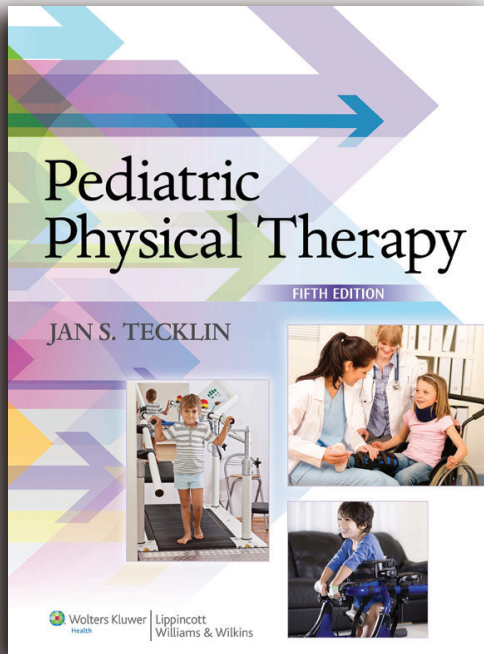
- Simplified approach includes strong visuals and photos
- Lacks an evidence-based approach, which is critical for this market

Prentice, *Therapeutic Modalities in Rehabilitation, 4e*, Elsevier, 2011

- Uses a clinical reasoning approach designed to help students think about what will be the most effective treatment in each situation.
- Limited ancillaries and lack of focus on evidenced-based approach

Michlovitz, *Modalities in Therapeutic Intervention, 5e* FA Davis, 2011

- Michlovitz takes a problem solving approach, which attempts to teach clinical reasoning.
- Limited ancillaries and lack of focus on evidenced-based approach



PEDIATRIC PHYSICAL THERAPY, FIFTH EDITION

Jan S. Tecklin

978-1-4511-7345-1 / April, 2014

Prepare your students for physical therapy practice with this up-to-date and accessible introduction to the major diseases and disabilities common to children who require physical therapy and the examination techniques and interventions commonly used in their rehabilitation. This Fifth Edition of Tecklin's *Pediatric Physical Therapy* provides basic medical information regarding common clinical diagnostic categories, followed by coverage of physical therapy evaluation, treatment, and special issues within each diagnostic group. In addition, case studies accessible online at thePoint support the book's strong focus on clinical decision-making.

The Fifth Edition continues to provide just the right amount of information needed to prepare students for practice without overwhelming them with unnecessary detail.

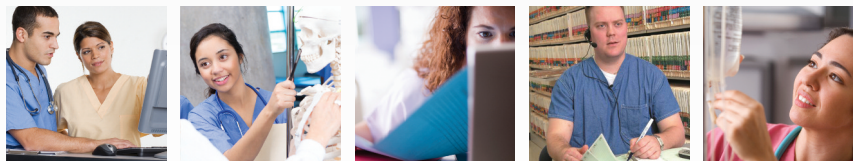
- ✓ **Help your students deliver the best care possible** through evidence-based insights offered by noted experts in pediatric physical therapy.
- ✓ **Prepare students for practice** with online case studies that give them an opportunity to work through the process of patient examination.
- ✓ **Help your students conform to the APTA's Guide to Physical Therapy Practice** through in-depth information on the development of the musculoskeletal, neurological and neuromuscular, cardiac, and pulmonary systems.
- ✓ **Expand your students' understanding** with special boxes that cover the nutritional needs of children with various diseases and disorders.
- ✓ **Keep your students up-to-date** with laws affecting physical therapy in the schools with a concise chapter on physical therapy in the educational environment.
- ✓ **Enhance your students' mastery of the content** with built-in study aids, including chapter outlines, special boxes, tables and displays, study questions, and suggested readings.
- ✓ **A new Chapter 11, The Child with Autism Spectrum Disorder**, by Anjana Bhat, an outstanding expert in the field, offers an excellent discussion of the disorders and the physical therapy approach to the child and family.
- ✓ **A new Chapter 18, Obesity in Children**, by Kathy Coultres, presents obesity from both a rehabilitative and wellness perspective.
- ✓ **An updated Chapter 3 includes recently developed assessments** and related research to help students complete objective examinations of infants and young children.
- ✓ **New coverage of Cerebral Palsy** provides a more integrated approach and an increased focus on gait.
- ✓ **Two new authors contribute** to an evidence-based chapter on sports injuries with updated references.

Resources for students:

- ✓ Case Studies posted in PDF
- ✓ Full Text On-line

Resources for instructors:

- ✓ PowerPoints
- ✓ Image Bank
- ✓ LMS Catridge



Be Part of the Transformation.



PEDIATRIC PHYSICAL THERAPY, FIFTH EDITION (CONTINUED)

SELLING STRATEGIES

- ✓ Prepare for clinical practice with 14 unit-opening case studies that put a real face on pathophysiology and help you relate the clinical presentation to the underlying pathophysiology.

DISCOVERY QUESTIONS

- ✓ How much of your current text do you actually teach in the course?
 - Our primary competitor has way too much content for one course, and so instructors may be wading through to find what they need. Emphasize our concise approach.

COMPETITION

Campbell, *Pediatric Physical Therapy, 4e*, Elsevier, 2011

- Comprehensive approach with robust ancillaries
- Way bigger than the course needs, resulting in almost a reference-like approach

Sonography

Editor: Jay Campbell

Marketer: Shauna Kelley

Introduction to Sonography and Patient Care, 1e

Steven Penny

978-1-4511-9259-9

October 2015

Notes:

- Aligned with Joint Review Committee on Education in Diagnostic Medical Sonography (JRCEDMS) standards.
- Highly detailed section on Patient Care which is supplemented with videos and tables that explicitly and clearly provide a complete overview of the topic.
- Multiple Case Studies, Tech Tips, and Lab Activities throughout the text that connect content to real world practice.
- Pedagogical features that included learning objectives, chapter review questions, and key terms, set the stage for student success.
- Lesson Plans, PowerPoints, and Web CTs allow for easy integration into the classroom.

Clinical Sonography, 5e

Roger C Sanders

978-1-4511-9252-0

8.375 x 10.875, 720 pages

October 2015

- New chapters on musculoskeletal, skin, eye, urinary incontinence, prolapse, and nasal cavity, as well as expanding technical chapters on 3d imaging, elastography, and sonography in the ER.
- More than 800 new black and white images and 48 full-color images showing sonographic techniques and results
- *Unique feature:* Organized by key problem areas that sonographers might encounter in their actual practice, rather than presenting information as it pertains to specific organs or diseases
- Initial chapters discuss physics, instrumentation and basic principles of sonography, while subsequent sections focus on specific problem areas such as "right upper quadrant pain"
- Chapters are organized consistently:
 - Start with a statement of the diagnostic problem to be considered with a brief overview of the place of the ultrasound in the context of the clinical problem
 - Anatomy and technique are described
 - Pathological appearances of the area in question are discussed

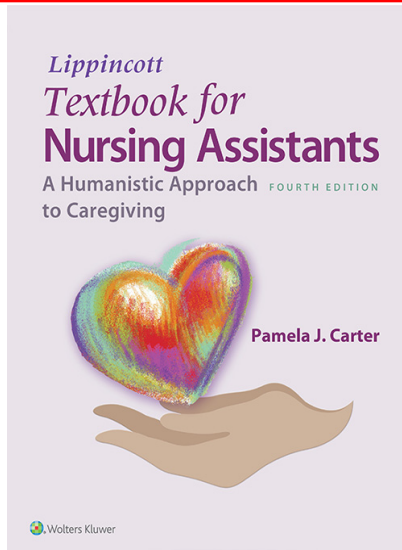


Wolters Kluwer
Health

Nursing Education International Sales Materials 2015

Pamela Carter RN, BSN, MEd, CNOR, Davis Applied Technology College, Kaysville, UT

pp | March 2015 | Book/PB-Paperback | \$ 71.99



ISBN:	9781451194661
Trim Size:	8.375 x 10.875
Edition Info:	Fourth
Market/Program:	*NUR/Nursing - Assisting (CNA)/Certified Nursing Assistant (CNA)
Illustrations:	0
Previous ISBN:	978-1-60547-635-3
Future ISBN:	
Restrictions:	Worldwide

Key Concept Statement:

Description:

Master the technical, communication, and critical thinking skills you need to provide compassionate, competent care in any health care setting with **Lippincott's Textbook for Nursing Assistants, 4e**. This comprehensive, student-friendly book is written in a conversational, easy-to-read style, features a unique and fully integrated art program to help you understand key topics, and provides clear, concise coverage of nursing procedures that conform to the latest state-specific guidelines and 2012 NNAAP skill revisions.

- **Guidelines ("What You Do/Why You Do It")** boxes provide the whys and the how-tos for carrying out key nursing assistant actions.
- **Tell the Nurse! Notes** summarize observations that you need to report to the nurse.
- **Stop and Think! Scenarios** encourage you to solve the types of complex, real world nursing situations you'll encounter on the job.
- **Helping Hands and a Caring Heart: Focus on Humanistic Health Care boxes** encourage you to empathize with those in your care and meet patients' and residents' emotional and spiritual needs, as well as their physical needs.
- **Empowering online learning tools** that help you master key content, include *Watch and Learn/Listen and Learn Audio and Video Clips* and an *interactive audio glossary* that pronounces vocabulary words, defines them, and uses them in a sentence.
- **Procedure boxes** that emphasize the concepts of privacy, safety, infection control, and comfort begin with a "Why You Do It" statement, followed by concise step-by-step instructions (including "Getting Ready" and "Finishing Up" steps) to prepare you for role as a nursing assistant.
- **Chapter-ending summary sections** help you review the key concepts.
- **What Did You Learn? multiple-choice and matching exercises** similar to the questions on state certification exams allow you to evaluate your understanding. Answers are provided at the end of the book.
- **Nursing Assistants Make A Difference! sections** include first-person accounts from patients, residents, clients, or family members that focus on how a nursing assistant has had a positive impact on their lives or the lives of their loved ones, demonstrating how vital nursing assistants are to the health care team.

Related URL:

For Sale Ancillary:

Workbook for Lippincott's Textbook for Nursing Assistants
Pamela Carter
/ 978-1-4511-9474-6 / \$34.99 / March, 2015 / Book

Free Ancillary:

Instructor Resources for Lippincott's Textbook for Nursing Assistants
Pamela Carter
/ 978-1-4511-9467-8 / \$ / March, 2015 / Online Software

Upsell:

Features:

- **New Guidelines boxes** that focus on care of the elderly patient or resident have been added to various chapters.
- **All procedures have been updated** to reflect current practice and the NNAAP 2012 skill revisions and are accompanied by new photos and art.
- **Current procedures** on pulse oximetry, blood glucose testing, and tub and shower bathing have been integrated throughout.
- **A new, two-chapter unit** covers nursing assistant care with residents in long-term care settings.
- **Updated statistics, MyPlate nutritional guidelines, and 2010 AHA BLS guidelines** have been integrated throughout the text.
- **An expanded home health care unit** now features contributions from experts in the field.
- **Guidelines (“What You Do/Why You Do It”) boxes** summarize the whys and hows for carrying out key nursing assistant actions.
- **Tell the Nurse! Notes** summarize observations that the nursing assistant needs to report to the nurse.
- **Stop and Think! Scenarios** encourage students to solve real world problems in the types of complex situations they will encounter in the workplace.
- **Helping Hands and a Caring Heart: Focus on Humanistic Health Care boxes** encourage students to empathize with those in their care so they can effectively meet patients’ and residents’ emotional and spiritual needs, as well as their physical needs.
- **Empowering online learning tools** that help students master key content include *Watch and Learn/Listen and Learn Audio and Video Clips* and an *interactive audio glossary* that pronounces vocabulary words, defines them, and uses them in a sentence.
- **Procedure boxes** emphasizing the concepts of privacy, safety, infection control, and comfort begin with a “Why You Do It?” statement, followed by clear, concise step-by-step instructions (including “Getting Ready” and “Finishing Up” steps). Photographs and illustrations are included to clarify procedural steps as necessary.
- **Chapter-ending summary sections** presented in a unique narrative outline format help students to review the key concepts of the chapter.
- **What Did You Learn? multiple-choice and matching exercises** similar to state certification exam questions allow students to evaluate their understanding. Answers are provided at the end of the book.
- **Nursing Assistants Make a Difference! sections** include first-person accounts from patients, residents, clients, or family members describing how a nursing assistant has had a positive impact on their lives or the lives of their loved ones. These stories help students see that they are vital members of the health care team and inspire them to go the “extra mile” in providing the highest quality of holistic health care.

Ancillary Assets:

Help your students master the technical, communication, and critical thinking skills they need to provide compassionate, competent care in any health care setting with **Lippincott's Textbook for Nursing Assistants, 4e**. This comprehensive, easy-to-understand book emphasizes reading comprehension over reading level, features a unique and engaging art program that is fully integrated with the narrative, and provides clear, concise coverage of nursing procedures. The procedures in the Fourth Edition have been updated to incorporate the latest state-specific guidelines and 2012 NNAAP skill revisions. In addition, new procedural photos, updated and expanded information in the home health care unit, and a new unit on providing nursing assistant care in long-term health care settings enrich the presentation. The Fourth Edition is accompanied by a full suite of ancillary resources designed to make instructors more efficient and students more successful. **Student Resources:**

- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **An image bank** provides all the images from the textbook.
- **Procedure Checklists** help students assess their mastery of all the procedures in the book.
- **A Spanish-Language Audiobook Translation** translates key terms into Spanish.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **CNA Audio Essays** allow students to listen to essays that cover essential Certified Nursing Assistant topics.

Instructor Resources:

- **PowerPoint Presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Discussion Topics (with answers)** can be used as conversation starters or in online discussion boards.
- **Syllabi** provide guidance for structuring your nursing assistant course.
- **Assignments (and suggested answers)** include group, written, clinical, and Web assignments.
- **Stop and Think Discussion Points** suggest ways to get students involved in thinking critically about the scenarios in the text.
- **Pre-Lecture Quizzes (and answers)** are quick, knowledge-based assessments that allow you to check students' reading.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **Answers to Questions in the Workbook** are included for your convenience.
- **A complete image bank** enhances lecture and exam preparation.
- **Learning Objectives** for each chapter provide an outline of the key content your students must master.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Strategies for Effective Teaching** provide sample lesson plans.
- **Procedure Checklists** help you evaluate your students' mastery of each procedure.
- **A test generator** speeds creation of tests that assess your students' understanding of the material.
- **CNA Audio Essays** allow students to listen to essays that cover essential Certified Nursing Assistant topics.
- **eBook on thePoint** provides anytime, anywhere access to the fully searchable text and image bank.

To further support your students' success in the course, a **Student Workbook** packed with opportunities to review and practice is available separately or packaged with the main text.

Selling Strategies:

- Match Up: Sorrentino, 8e(ELS) will revise 1/16; #1 market share in CNAo Hegner, 10e (Cengage) was last revised 7/07; there is no revision scheduled in the next several monthso Wolgin, 1e (Pearson) should revise 11/15; this is a first edition so the revision cycle has not been established
- Take market share from Sorrentino!
- Concise and user-friendly design
- Available resources include Spanish-language audio translation, updated video series, and a potential PrePU product
- Student bundle will include text, workbook, and video series for a complete learning experience
- Pam Carter works tirelessly to communicate with faculty and provides curriculum match-up grids by state
- Marketing to create a side-by-side comparative analysis with competing titles for distribution to reps
- Product Clustering Opportunities Carter, WORKBOOK T/A LWV's TB FOR NURSING ASSISTANTS VIDEO SERIES T/A LWV's TB FOR NURSING ASSISTANTS (2/15) PREPU FOR CAN (TBD)

Discovery Questions:

Competition:

Mosby's Textbook for Nursing Assistants

Sorrentino

/ 978-0-323-08068-2 \$0.00 / 1/1/12 / / 896pp. /

Nursing Assistant: A Nursing Process Approach

Hegner

/ 978-1-4180-6606-2 \$0.00 / 7/7/14 / / 1,024pp. /

Pearson's Nursing Assistant Today

Wolgin

/ 978-0-13-506442-9 \$0.00 / 11/1/11 / / 456pp. /

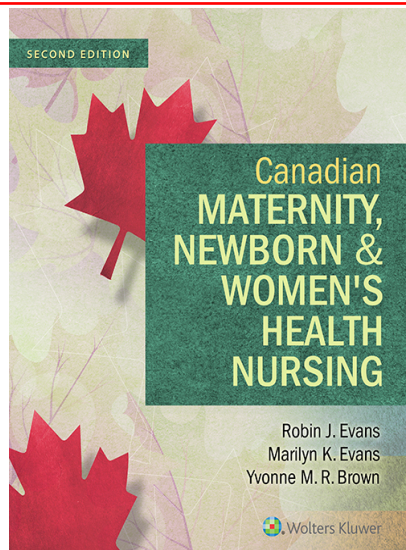
Table of Contents:

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Squazzo, Kelley
Product Manager: Burland, Katherine S

Robin J. Evans RN, PhD, PNC(C), Assistant Professor, College of Nursing, Regina Site, University of Saskatchewan, Regina, Saskatchewan,
Canada

1104pp | October 2014 | Book/HC-Printed Cover | \$ 108.99



ISBN:	9781451190854
Trim Size:	8.375 x 10.875
Edition Info:	Second
Market/Program:	*NUR/Nursing - Maternal and Women's Health Nursing/Maternal, Perinatal and Women's Health Nursing [Education]
Illustrations:	0
Previous ISBN:	978-0-7817-8836-6
Future ISBN:	
Restrictions:	Canada Only

Contributor(s):

Yvonne M. Brown RN, MCEd | **Marilyn K. Evans** RN, MN, PhD, Assistant Professor, Arthur Labatt Family School of Nursing, The
University of Western Ontario, London, Ontario, Canada

Key Concept Statement:

Description:

Prepare your students for effective nursing practice in Canadian healthcare settings with *Canadian Maternity, Newborn, & Women's Health Nursing, 2e*. Offering up-to-date research and content, this practical book covers all stages of maternity nursing from preconception to postpartum, as well as women's health issues throughout the lifespan, including health promotion, nutrition, medical issues, psychosocial issues, sexuality, family, fertility, menopause, and aging. Focusing on evidence-based practice and clinical application, the text helps students prepare for effective maternity and women's health nursing in today's multifaceted health care environment. Updated for currency and accuracy and filled with new art and photographs, the Second Edition includes even more content specific to Canadian nursing, adds more depth and critical thinking elements to each chapter's progressive case studies, and provides an expanded array of online resources, including assignments, activities, and case studies that help students understand and safely practice maternity nursing in the Canadian health care system. **Instructor Resources:**

- **PowerPoint presentations** assist in integrating the textbook with your students' classroom experience, via either handouts or slide shows.
 - **A revised Test Bank** with five new questions per chapter speeds test preparation.
 - **Learning Objectives** for each chapter provide a valuable checklist for assessing student mastery of key content.
 - **Answers to Questions in the Book** are provided for your convenience, as well as in an appendix in the book.
 - **Strategies for Effective Teaching** provide tips for teaching the course.
 - **Blackboard-ready materials** work effectively with your class management system.
 - **Assignments** (and suggested answers) including group, written, clinical, and Web assignments, provides you with a wealth of assignment material to choose from.
 - **A complete image bank** enhances lecture and exam preparation.
 - **Journal Articles** offer access to research available in LWW journals.
 - **Case Studies with questions** (via interactive module) can be assigned to give students practice applying concepts to real world situations.
 - **Maternity Video Clips** bring concepts to life.
 - **Reference links** for every chapter facilitate further exploration of key research.
 - **A complete eBook** of the text offers anytime, anywhere search capability.
- Student Resources:**
- **Watch & View Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
 - **Learning Objectives** for every chapter help students gauge their mastery of key content.
 - **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
 - **Journal Articles** offer access to current research available in LWW journals.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resource for Canadian Maternity, Newborn, & Women's Health Nursing
Robin J. Evans; Yvonne M. Brown; Marilyn K. Evans
/ 978-1-4511-9086-1 / \$0.01 / May, 2014 / Online Software

Upsell:

Features:

- **NEW!** Progressive Case Studies now offer more depth, new critical thinking questions, and new end-of-chapter case review questions.
- **NEW!** Even more Canadian content is integrated into the text.
- **NEW!** Additional art and images enhance student understanding.
- **NEW!** Additional Canadian-specific online resources have been added to the robust instructor and student teaching and learning package.
- **UPDATED!** The most recent prenatal nutrition guidelines, contraception information, and sexual orientation information bring the text completely up to date.

- REVISED!** The index has been revised for clarity and ease of use.
- UPDATED!** Updated information throughout reflects changes to SOGC and FOTC clinical practice guidelines.
- Progressive Case Studies** woven through each chapter and **Nursing Care Plans** related to the case studies help students fine tune their critical thinking skills by applying chapter content to real-life scenarios.
- New chapter-ending **case review questions** reinforce learning.
- Collaborative Care** sections prepare students to work effectively with a team of caregivers.
- Nursing Procedures** sections provide striking, step-by-step visuals that illustrate how to perform each procedure.
- Coverage of the healthcare issues associated with Canada's **immigrant population** prepares students for the realities of practice.
- Pharmacology boxes** present mechanisms of action, usual dosages, common side effects, and nursing implications to prepare students for effective practice.
- More than 250 full color illustrations and more than 300 full color photographs** bring concepts to life and clarify information.
- Complementary and Alternative Therapy boxes** increase students' understanding of different approaches to treatment.
- Teaching Tips** prepare your students for effective client and family education to ensure health promotion, disease prevention, and illness management.
- Nursing Research boxes** apply the latest evidence-based practices to clinical situations.
- Assessment Tools** prepare your students for effective patient assessment, including gathering patient histories and doing physical examinations.

Ancillary Assets:

Prepare for the realities of effective maternity nursing practice in Canadian healthcare settings with **Canadian Maternity, Newborn, & Women's Health Nursing, 2e**. Offering up-to-date research and content, this practical book covers all stages of maternity nursing from preconception to postpartum, as well as women's health issues throughout the lifespan, including health promotion, nutrition, medical issues, psychosocial issues, sexuality, family, fertility, menopause, and aging. Focusing on evidence-based practice and clinical application, the text will help you prepare for effective maternity and women's health nursing in today's multifaceted health care environment.

- Enhance your critical thinking skills by applying chapter content to real-life scenarios using the **Progressive Case Studies** woven through each chapter. In addition, **Nursing Care Plans** related to the case studies and new chapter-ending **case review questions** help you prepare for clinical practice.
- Learn to work effectively with a team of care givers through **Collaborative Care** sections.
- Master key skills through **Nursing Procedures** that use striking, step-by-step visuals to illustrate how to perform each procedure
- Broaden your understanding of the healthcare issues associated with Canada's **immigrant population**.
- Prepare for effective practice with **Pharmacology boxes** that present mechanisms of action, usual dosages, common side effects, and implications to consider.
- Increase your understanding of key concepts with **over 250 full color illustrations and more than 300 full color photographs**.
- Explore different approaches to treatment with **Complementary and Alternative Therapy boxes**.
- Prepare for effective client and family education with **Teaching Tips** designed to ensure health promotion, disease prevention, and illness management.
- Learn to apply the latest evidence-based practices using the expert information in **Nursing Research boxes**.
- Master the skills you need for effective patient assessment, including gathering patient histories and doing physical examinations, with practical **Assessment Tools**.
- Expand your understanding online with a wide range of dynamic learning tools, including videos, case studies, assignments, and more.

Discovery Questions:

Competition:

Olds' Maternal-Newborn Nursing & Women's Health Across the Lifespan

Davidson

/ 978-0-13-210907-9 \$0.00 / 1/1/11 / / 1,272pp. /

Maternity and Women's Health Care

Lowdermilk

/ 978-0-323-07429-2 \$0.00 / 3/1/11 / / 1,024pp. /

Foundations of Maternal-Newborn and Women's Health Nursing

Murray

/ 978-1-4557-3306-4 \$0.00 / 10/1/13 / / 880pp. /

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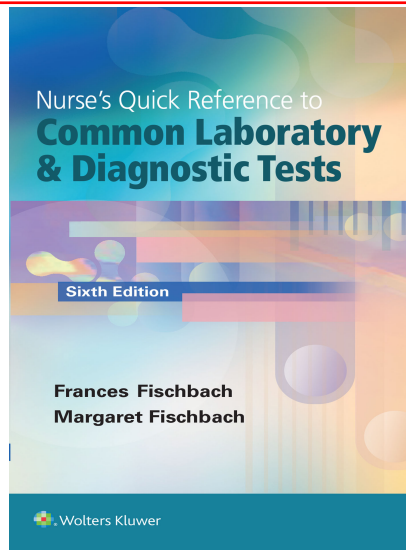
Unit 1 Foundations of Maternal, Newborn, and Women's Health Care
Chapter 1 Philosophy and Framework for Women's Reproductive and Sexual Health
Chapter 2 Health Promotion
Chapter 3 Nutrition for Adolescent and Adult Women* <fn1>Chapter 4 Medical Alterations in Women During Adolescence and Adulthood
Chapter 5 Mental Health Concerns for Women in Adolescence and Adulthood
Chapter 6 Sexuality and Reproduction
Chapter 7 Family Formation
Unit 2 Special Reproductive and Health Concerns
Chapter 8 Fertility Control and Contraception
Chapter 9 Voluntary Pregnancy Termination
Chapter 10 Fertility Challenges
Chapter 11 Genetics, Embryology, and Preconceptual/Prenatal Assessment and Screening
Unit 3 Pregnancy
Chapter 12 Process of Pregnancy
Chapter 13 High-Risk Pregnancy
Chapter 14 Educational Preparation for Pregnancy, Childbirth, and Parenthood
Unit 4 Labour and Childbirth
Chapter 16 High-Risk Labour and Childbirth
Chapter 17 Pharmacologic Pain Management of Labour
Unit 5 Postpartum Period and Newborn Care
Chapter 18 Fourth Stage of Labour and Postpartum Period
Chapter 19 The High-Risk Postpartum Woman
Chapter 20 The Healthy Newborn
Chapter 21 Newborn Nutrition
Chapter 22 The High-Risk Newborn
Unit 6 Menopause and Beyond
Chapter 23 The Menopausal Experience
Chapter 24 The Older Postmenopausal Woman

Author Bio:

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Aquisition Editor: Barbera, Patrick C
Product Manager: Hauber, Matt

Frances Fischbach RN, BSN, MSN, Associate Clinical Professor of Nursing, Associate Professor of Nursing (Retd), School of Nursing,
University of Wisconsin-Milwaukee, Milwaukee, WI

pp | January 2015 | Book/PB-Paperback | \$ 58.99



ISBN:	9781451192421
Trim Size:	4.25 x 7.125
Edition Info:	
Market/Program:	*NUR/Nursing - Lab and Diagnostic Testing/Nursing Lab and Diagnostic Testing [Education]
Illustrations:	0
Previous ISBN:	
Future ISBN:	
Restrictions:	Worldwide

Contributor(s):

Marshall B. Dunning BS, MS, PhD, Associate Professor of Medicine and Physiology, Departments of Medicine and Physiology, Division of Pulmonary and Critical Care Medicine, Medical College of Wisconsin; Director, Pulmonary Diagnostic Laboratory, Froedtert Hospital, Milwaukee, WI

Key Concept Statement:

Description:

Understand the nurse's role in performing, evaluating, or assisting with lab and diagnostic tests with **Nurse's Quick Reference to Common Laboratory & Diagnostic Tests, 6e**. Using a consistent, easy-to-use format, this full color, portable quick reference provides an alphabetical listing of common laboratory and diagnostic tests, along with nursing interventions. The book offers a unique focus on the nurse's role at every stage in the process, including pre-test, intra-test, and post-test periods.

- **An alphabetical listing of common laboratory and diagnostic tests** gives you fingertip access to key information.
- **Multiple indexes** make it easy to locate content in a number of different ways.
- **A full color standard format for each test** makes finding specific information quick and easy.
- **Drug Interaction boxes** provide concise coverage of drugs that may affect test results.
- **Free resources** include the fully searchable text online for on-the-go access.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Nurse's Quick Reference to Common Laboratory & Diagnostic Tests
Frances Fischbach; Marshall B. Dunning III
/ 978-1-4511-9344-2 / \$0.01 / January, 2015 / Online Software

Upsell:

Features:

- **New alternate indexes** compiled by different categories, such as body system, test type, etc., make information easy to find.
- **New Drug Interaction boxes** provide concise coverage of drugs that may affect test results.
- **Revised tests and content** reflect the latest standards in testing.
- **Streamlined coverage** in Chapters 1 and 2 focuses on essential information, with additional content now available online on thePoint.
- **A focus on the nurse's role** in laboratory and diagnostic tests appears throughout the book in language and outcomes.
- **Updated Clinical Alerts** focus on items that require additional attention.
- **An alphabetical listing of common laboratory and diagnostic tests** provides fingertip access to key information.
- **Multiple indexes** make it easy to find content in a number of different ways.
- **A standard full color format for each test** makes finding specific information quick and easy.
- **Free resources for instructors and students** include the fully searchable text online for on-the-go access.

Ancillary Assets:

Help your students understand the nurse's role in a wide range of laboratory and diagnostic tests with this updated Sixth Edition of **Nurse's Quick Reference to Common Laboratory & Diagnostic Tests**. Fully updated to reflect the latest standards in testing, this portable quick reference provides an alphabetical listing of common laboratory and diagnostic tests, along with nursing interventions. A unique focus on the nurse's role in performing, evaluating, or assisting with tests at every stage in the process, including pre-test, intra-test, and post-test periods, makes this an ideal resource for classroom and clinical settings. The Sixth Edition features alternate indexes that make it easy to find information in a number of different ways, streamlined content for quicker access, new drug interactions boxes, useful online ancillary resources, and more. **Student and Instructor Resources:**

- **Online Case Studies** help students apply content and develop greater understanding of diagnostic and lab tests.
- **A complimentary reference app** makes the fully searchable text online available for quick reference on the go.
- **Comprehensive content from the previous edition's Chapters 1 and 2** is now available online for easy reference.

Discovery Questions:

Competition:

Mosby's Diagnostic and Laboratory Test Reference

Pagana
/ 978-0-323-08468-0 \$0.00 / 9/1/12 / / 1,088pp. /

Pearson's Handbook of Laboratory and Diagnostic Tests

Key
/ 978-0-13-302862-1 \$0.00 / 7/1/12 / / 720pp. /

Laboratory Tests and Diagnostic Procedures with Nursing Diagnoses

Corbett
/ 978-0-13-237332-6 \$0.00 / 2/1/12 / / 736pp. /

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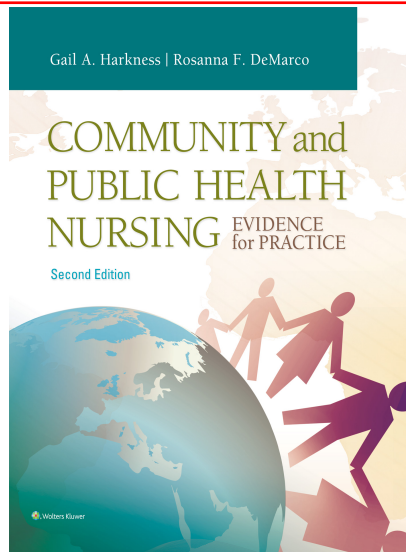
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Key Concept Statement:

Description:

Develop the critical thinking skills and complex reasoning abilities you need to make connections between data and community and public health practice decisions with *Community and Public Health Nursing, 2nd Edition*. Succinct, manageable, and logically organized, the book focuses on the individual in the context of the community setting and on the global community, reflecting increasingly global healthcare concerns,

- **Principles of epidemiology and basic biostatistics are integrated with core principles of community and public health nursing** to provide both the methods and the knowledge you need to gather, analyze, and evaluate data as evidence for community health practice decisions.

- **Case studies in every chapter** give you an opportunity to apply community health concepts to real life scenarios, stimulating your critical thinking and analytic skills.

- **Coverage of health and cultural disparities**, including ways to modify health care delivery systems to meet specific needs, is reflected in case studies, practice concerns, and evidence-for-practice examples.

- **Concrete examples** that present the scientific basis for nursing practice help you interpret and apply statistical data.

- **Practice Points** highlight essential facts relevant to evidence-based practice.

- **Chapter Highlights** provide brief outlines of the content, allowing you to read with a purpose.

- **Boldface Key Terms** define essential concepts and terminology.

- **Objectives** list the observable changes expected when you complete the chapter.

- **Chapter-ending Key Concepts** summarize the chapter's important concepts and are ideal for review

- **Evidence-for-Practice Briefs** provide examples of objective evidence obtained from research studies that provide direction for practice.

- **Student Perspectives** showcase stories from nursing students who share their own experiences and reflections.

- **Critical Thinking questions** in every chapter require you to combine research, context, and judgment in your answers.

- **Healthy People 2020 information** includes national and state activities and goals that reflect the national Healthy People 2020 objectives.

- **Community Resources sections** list sources of help or information that are available in most communities.

- **Ethical/Legal Issue vignettes** demonstrate unique ethical and legal concerns in community and public health nursing.

- **“How to” boxes** provide the specific steps involved in completing important tasks.

- **Levels of Prevention boxes** provide examples of primary, secondary and tertiary prevention of disease and illness.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Community and Public Health Nursing

Gail A. Harkness; Rosanna DeMarco

/ 978-1-4511-9178-3 / \$0.01 / January, 2015 / Online Software

Upsell:

Features:

- Increased focus on non-communicable diseases as a global trend.

- Expanded use of evidence for practice examples focused on health disparities.

- Enhanced content on program evaluation.

- Addition of GIS mapping examples as appropriate for data gathering.

- **Principles of epidemiology and basic biostatistics are integrated with core principles of community and public health nursing** to provide both the methods and the knowledge students need to gather, analyze, and evaluate data as evidence for community health practice decisions.

- **Case studies in every chapter** give students an opportunity to apply community health concepts to real life scenarios.

- **Coverage of health and cultural disparities**, including ways to modify health care delivery systems to meet specific needs, is reflected in case studies, practice concerns, and evidence-for-practice examples.

- **Concrete examples** that present the scientific basis for nursing practice help students learn to interpret and apply statistical data.

- **Practice Points** highlight essential facts relevant to practice to help students think critically about evidence-based practice.

- **Chapter Highlights** provide brief outlines of the content, enabling students to read with a purpose.
- **Boldface Key Terms** define essential concepts and terminology.
- **Objectives** list the observable changes expected after students complete the chapter.
- **Chapter-ending Key Concepts** that summarize important concepts are ideal for review.
- **Evidence-for-Practice Briefs** provide examples of objective evidence obtained from research studies that provide direction for practice.
- **Student Perspectives** showcase stories from nursing students who share their own experiences and reflections.
- **Critical Thinking questions** in every chapter require critical analysis that combines research, context, and judgment.
- **Healthy People 2020 information** includes national and state activities and goals that reflect the national Healthy People 2020 objectives.
- **Community Resources sections** list sources of help or information that are available in most communities
- **Ethical/Legal Issue vignettes** demonstrate unique ethical and legal concerns in community and public health nursing.
- **“How to” boxes** provide the specific steps involved in completing important tasks.
- **Levels of Prevention boxes** provide examples of primary, secondary and tertiary prevention of disease and illness.

Ancillary Assets:

Help your students develop the critical thinking skills and complex reasoning abilities they need to make connections between data and community and public health practice decisions with *Community and Public Health Nursing, 2nd Edition*. Succinct, manageable, and logically organized, the Second Edition focuses on the individual in the context of the community setting and on the global community, reflecting increasingly global healthcare concerns. Continuing to offer a great emphasis on evidence-based practice than any other book for the course, the Second Edition features an exceptional array of in-book and online case-based activities, an increased focus on non-communicable diseases as a global trend, enhanced content on program evaluation, new examples, and a wide range of online teaching and learning resources that save you time and help your students succeed. **For students**

- **Cases related to hypothetical Adam's County** develop students' critical thinking and clinical reasoning skills through mini-case studies accompanied by pertinent questions and links to additional websites. Most of the case studies are designed to be used with data provided about hypothetical Adams County; other case studies require use of real data to solve the community health situations presented. *Adam's County* can be used for in-class assignments, group work, or homework assignments. For the Second Edition, a new, more compelling design, a new functionality that allows students to e-mail answers to instructors for grading purposes, and new guidelines for suggested answers have been added.
- **The Wheel of Public Health Interventions** is provided for at-a-glance reference.
- **Journal articles** (one per chapter, updated for this edition), offer access to current research available in LWW journals.
- **Web resources** for every chapter provide opportunities for further exploration of topics of interest.
- **Lecture podcasts** (one per chapter) allow students to listen to lectures—great for audio learners!

For instructors:

- **Interactive Case Studies**, for each Part in the text, allow students to apply content to real life situations, developing their critical thinking and clinical reasoning skills.
- **Cases related to hypothetical Adam's County** develop students' critical thinking and clinical reasoning skills through mini case studies accompanied by pertinent questions and links to additional websites. Most of the case studies are designed to be used with data provided about hypothetical Adams County; other case studies require use of real data to solve the community health situations presented. *Adam's County* can be used for in-class assignments, group work, or homework assignments. For the Second Edition, a new, more compelling design, a new functionality that allows students to email answers to instructors for grading purposes, and new guidelines for suggested answers have been added.
- **Answers to Case Studies** from the textbook are provided for your convenience.
- **Case Studies**, two per chapter, include application-level Q & As and questions for classroom discussion.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **PowerPoint slides with iclicker questions** help you bring interactivity and engagement into the classroom.
- **Discussion Topics** related to chapter content can be used to start classroom debate and can be posted on online discussion boards.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based, recall assessments that allow you to check students' pre-class reading.
- **Problem-based Learning Classroom Activities** help build students' critical thinking and clinical reasoning skills.
- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.
- **Guidelines for Answering Critical Thinking Questions** in chapter back matter are provided for your convenience.
- **Test bank with Wimba Test Generator** with five new questions per chapter helps you put together tests that assess your students' understanding of the material.
- **QSEN map** relates book content to QSEN practices.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Strategies for Effective Teaching** save you time by providing sample lesson plans.

Discovery Questions:

Competition:

Community/Public Health Nursing Practice

Mauer

/ 978-1-4557-0762-1 \$0.00 / 10/1/12 / / 888pp. /

.....

Community/Public Health Nursing Practice

Nies

/ 978-0-323-18819-7 \$0.00 / 10/1/14 / / 720pp. /

.....

Public Health Nursing

Stanhope

/ 978-0-323-08001-9 \$0.00 / 10/1/11 / / 1,128pp. /

Community Health Nursing

Lundy

/ 978-1-4496-9149-3 \$0.00 / 11/1/14 / / 900pp. /

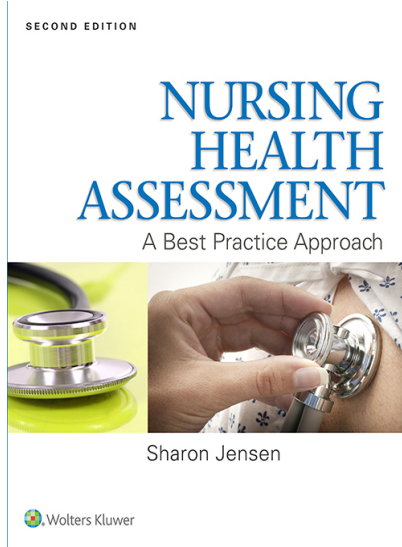
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928pp | October 2014 | Book/HC-Printed Cover | \$ 113.99



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Future ISBN:

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Restrictions: Avail. US, Canada, Aus, NZ, PR, US VI

Key Concept Statement:

Description:

Develop the assessment knowledge and skills you need for clinical practice with *Nursing Health Assessment: A Best Practice Approach, 2e*. This proven book emphasizes health promotion, risk factor reduction, evidence-based thinking, and diagnostic reasoning. You will learn strategies for adapting questions and techniques when communication is challenging, the patient's responses are unexpected, or the patient's condition changes over time. Unique features help you apply and analyze concepts and prepare you for effective practice in any health care setting. Normal and abnormal findings are presented in side-by-side columns and comprehensive examinations are included for each topic. Additional features, online resources, and book-related media build on the in-text cases to reinforce correct elements of subjective and objective data collection and variations necessary for different problems, age groups, and cultures.

- **Learning Objectives** highlight the key information you need to master by the time you have completed the chapter.
- **Hundreds of full-color photos and illustrations** help you retain important concepts.
- **Clinical Significance** features highlight content critically related to clinical application.
- **Safety Alert** boxes present important areas of concern or results that require immediate intervention or adjustments.
- **A Threaded Case Study** in every chapter demonstrates real-world application through a wide range of innovative features.
 - **Therapeutic Dialogue** displays provide examples of “less effective” and “more effective” communication to help you hone the communication skills you will use with patients when gathering assessment data.
 - **SBAR Framework** (Situation, Background, Analysis or Assessment, and Recommendations) helps you organize details when coordinating referrals or other patient advocacy needs.
 - **Documenting Abnormal Findings:** The results from the case are charted using the four techniques of physical assessment (Inspection, Palpation, Percussion, and Auscultation).
 - **Analyzing Findings:** A sample SOAP note (Subjective Data, Objective Data, Analysis, and Plan) shows you how to analyze assessment information and plan care based upon the assessment.
 - **Reflection and Critical Thinking:** One priority problem is identified and a plan of care is developed based upon the assessment.
- **Structure and Function Overview** sections review anatomy and physiology and provide additional content on variations related to lifespan and culture.
- **Acute Assessment** sections summarize emergency signs and symptoms to look for and immediate assessments and interventions to implement.
- **Subjective Data Collection** sections focus on areas for health promotion, risk assessment, and health-related patient teaching and provide focused assessments for common symptoms.
- **Objective Data Collection** sections cover equipment, preparation, techniques, normal findings, abnormal findings, lifespan and cultural adaptations, and sample documentation.
- **Evidence-based Critical Thinking** sections explain how nurses analyze findings and take the next steps to address patients' concerns. Sections include *Common Laboratory and Diagnostic Testing*, *Nursing Diagnosis/Outcomes/ Interventions*, *Organizing and Prioritizing*, *Collaboration with Other Health Care Professionals*, and *Applying Your Knowledge*.
- **Tables of Abnormal Findings** cluster common abnormalities related to the specific assessment with compare-and-contrast information on key data points.
- **NCLEX Review** sections include 10 NCLEX-style test questions per chapter to help you master concepts and prepare for the boards.

Related URL:

For Sale Ancillary:

Pocket Guide for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9369-5 / \$50.99 / October, 2014 / Book

Lab Manual for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9370-1 / \$38.99 / October, 2014 / Book

Free Ancillary:

Instructor Resources for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9360-2 / \$ / October, 2014 / Online Software

Upsell:

Features:

- **Emphasis on health promotion and risk-factor reduction in each subjective data collection section.** Because history taking and risk assessment are so important to nursing practice, the history and risk factor questions are separated from assessment of the signs and symptoms.

- **Distinctions between common techniques and specialty or advanced practice skills.** A recurring table in the Objective Data section explains which techniques are more commonly performed in routine examinations to distinguish basic from specialty practice. This structure helps students plan for actual patient interactions and prepares them to modify techniques for individual situations

- **Case study features** assist with application and analysis, enhancing critical thinking skills, and better preparing readers for active practice.

- **Focus on documentation and communication between health professionals.** In addition to a separate chapter covers documentation and interdisciplinary communication, each chapter includes samples of normal and abnormal documentation. Additionally, SOAP note and SBAR features show how assessment information is communicated both in writing and verbally.

- **Emphasis on evidence-based critical thinking, diagnostic reasoning, knowledge application, and analysis.** End-of-chapter review sections contain questions and critical thinking challenges related to the chapter's case study. The last section of each chapter shows students how to prioritize and modify assessment to promote the best care possible and how to summarize multiple findings in creating appropriate treatment plans.

- **Learning Objectives**, based on Bloom's taxonomy, highlight the key information students need to master by the time they have completed the chapter.

- **Hundreds of full-color photos and illustrations** help students retain important concepts.

- **Clinical Significance** features highlight content critically related to clinical application.

- **Safety Alert** boxes present important areas of concern or results that require immediate intervention or adjustments.

- **A Threaded Case Study** in every chapter demonstrates real-world application through a wide range of innovative features.

- **Therapeutic Dialogue** displays provide examples of "less effective" and "more effective" communication to help students hone the communication skills they will use with patients when gathering assessment data.

- **SBAR Framework** (Situation, Background, Analysis or Assessment, and Recommendations) helps students organize details when coordinating referrals or other patient advocacy needs.

- **Documenting Abnormal Findings:** The results from the case are charted using the four techniques of physical assessment (Inspection, Palpation, Percussion, and Auscultation).

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- **Reflection and Critical Thinking:** One priority problem is identified and a plan of care is developed based upon the assessment.

- **Structure and Function Overview** sections review anatomy and physiology and provide additional content on variations related to lifespan and culture.

- **Acute Assessment** sections summarize emergency signs and symptoms to look for and immediate assessments and interventions to implement.

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- **Objective Data Collection** sections cover equipment, preparation, techniques, normal findings, abnormal findings, lifespan and cultural adaptations, and sample documentation.

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Ancillary Assets:

Help your students develop the assessment knowledge and skills they need for effective practice with *Nursing Health Assessment: A Best Practice Approach, 2e*. This proven book emphasizes health promotion, risk factor reduction, evidence-based thinking, and diagnostic reasoning. Your students will learn strategies for adapting questions and techniques when communication is challenging, the patient's responses are unexpected, or the patient's condition changes over time. Unique features assist with application, analysis, and critical thinking skill development to better prepare your students for practice. Normal and abnormal findings are presented in side-by-side columns and thorough and comprehensive examinations are included for each specific topic. Additional features, a robust ancillary program, and book-related media build on the in-text cases to reinforce correct elements of subjective and objective data collection and variations necessary for different problems, age groups, and cultures. **Student Ancillaries**

- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **NCLEX-Style Chapter Review Questions** help students master content and prepare for the NCLEX.
- **Concepts in Action Animations** bring concepts to life and enhance student comprehension.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Clinical Simulation Case Studies** help students prepare for clinical practice.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
- **Video Clip Credit List** provides information on the source of each video clip.
- **Nursing Roles/Responsibilities PDF** provides an overview of key roles and responsibilities.
- **Answers to Review Questions and Case Study Opening and Closing Questions** allow students to gauge their understanding.
- **A Nursing Health Assessment Q&A App** that provides additional practice is available as a free download.
- **eBook on thePoint** provides fully searchable anytime, anywhere access to the complete text online.

Instructor Ancillaries

- **A complete image bank** enhances lecture and exam preparation.
 - **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
 - **Learning Objectives** for every chapter help students gauge their mastery of key content.
 - **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
 - **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students' reading.
 - **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.
 - **Assignments** (and suggested answers) include group, written, clinical, and online assignments.
 - **Case Studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
 - **Journal Articles** by chapter, updated for this edition, offer access to research available in LWW journals.
 - **NCLEX-Style Chapter Review Questions** help students master content and prepare for the NCLEX.
 - **Concepts in Action Animations** bring concepts to life and enhance student comprehension.
 - **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
 - **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
 - **Syllabi** provide guidance for structuring your course.
 - **Strategies for Effective Teaching** provide tips for teaching the course.
 - **QSEN Competency KSAs Mapped to Jensen** highlight where QSEN competencies are covered in the text.
 - **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
 - **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
 - **Video Clip Credit List** provides information on the source of each video clip.
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 - **Answers to Review Questions and Case Study Opening and Closing Questions** allow students to gauge their understanding.
 - **Test Generator Questions for Macintosh and Windows systems** help you put together tests that assess your students' understanding of the material.
 - **Angel, Blackboard, and WebCT-ready materials** make the book easy to use with your learning management system of choice.
 - **A free Nursing Health Assessment Q&A App** that reviews key information is available as a free download.
 - **eBook on thePoint** provides fully searchable anytime, anywhere access to the complete text online.
- To further enhance your students' assessment, knowledge and skills the following for-sale resources are available:

·**Lippincott’s CoursePoint for Nursing Health Assessment, 2e:** The only integrated digital course solution for nursing education, this solution combines the power of adaptive learning with the textbook and interactive resources. Powered by PrepU, Lippincott’s CoursePoint creates a personalized learning experience that drives students to immediate remediation in their text. eBook and course resources are immediately available to help expand on concepts and bring them to life.

·**Laboratory Manual for Nursing Health Assessment, 2e:** Each lab manual chapter corresponds to a textbook chapter and contains activities and exercises to reinforce textbook content and enhance learning.

·**Pocket Guide for Nursing Health Assessment, 2e:** This clinical reference presents need-to-know information in a concise, easy-to-use, highly visual format.

·**Nursing Health Assessment Online:** Compatible with all major learning management systems, this media-rich course uses detailed, interactive case studies developed specifically for the online environment to incorporate all the aspects of nursing health assessment – the interview, physical exam and documentation – into a fun and meaningful teaching and learning experience. Cases and many other course documents correspond to chapters in *Nursing Health Assessment, 2e*.

·**PrepU for Jensen's Nursing Health Assessment:** PrepU is an adaptive quizzing engine built by teachers and tested in the classroom. PrepU's personalized quizzes help each student learn more, while giving instructors a window into their students' progress—highlighting misconceptions, strengths, and weaknesses.

Discovery Questions:

Competition:

Physical Examination and Health Assessment

Jarvis

/ 978-1-4377-0151-7 \$0.00 / 3/1/11 / / 944pp. /

Health & Physical Assessment in Nursing

D'Amico

/ 978-0-13-511415-5 \$0.00 / 1/1/11 / / 1,024pp. /

Table of Contents:

1. Nurse’s Role in Health Assessment, 2. The Interview and Health History, 3. Techniques of Physical Assessment, 4. Documentation and Interdisciplinary Communication, 5. Vital Signs and General Survey, 6. Pain Assessment, 7. Nutrition Assessment, 8. Assessment of Developmental Stages, 9. Mental Health and Violence Assessment, 10. Assessment of Social, Spiritual, and Cultural Health, 11. Skin, Hair, and Nails, 12. Head and Neck with Lymphatics, 13. Eyes, 14. Ears, 15. Nose, Mouth, and Throat, 16. Thorax and Lungs, 17. Heart and Neck Vessels, 18. Peripheral Vascular with Lymphatics, 19. Breasts and Axillae, 20. Abdominal, 21. Musculoskeletal, 22. Neurological and Mental Status, 23. Male Genitalia and Rectum, 24. Female Genitalia and Rectum, 25. Pregnant Female, 26. Newborns and Infants, 27. Children and Adolescents, 28. Older Adults, 29. Hospitalized Adult Assessment, 30. Head-to-Toe Assessment of Adult,

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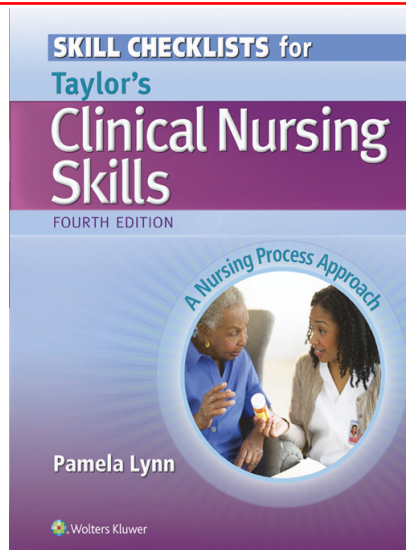
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Aquisition Editor: Richardson, Chris

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424pp | October 2014 | Book/PB-Paperback | \$ 30.99



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Edition Info: Fourth
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*NUR/Nursing - Skills and Procedures/Nursing Skills and Procedures [Education]
Illustrations: 0
Previous ISBN: 978-0-7817-9518-0
Future ISBN:
Restrictions: Worldwide

Key Concept Statement:

Description:

Skill Checklists for Taylor's Clinical Nursing Skills helps you practice and record the mastery of every step of each skill found in *Taylor's Clinical Nursing Skills: A Nursing Process Approach, Fourth Edition*. It serves as a valuable self-assessment tool for students as well as a convenient tool for faculty to record student performance.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Skills Checklist for Taylor's Clinical Nursing Skills
Pamela Lynn
/ 978-1-4963-0257-1 / \$ / October, 2014 / Online Software

Upsell:

Features:

Ancillary Assets:

Discovery Questions:

Competition:

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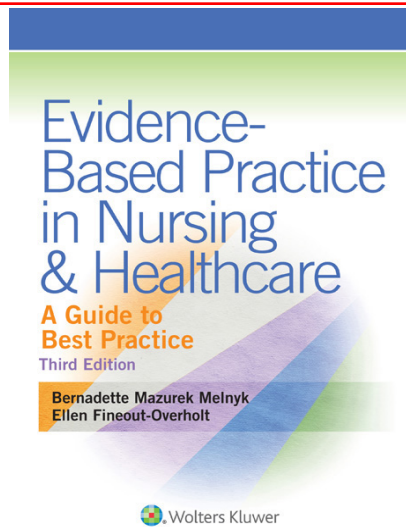
Ambulation Using a Cane Skill 9-11 Applying and Removing Graduated Compression Stockings Skill 9-12 Applying Pneumatic Compression Devices Skill 9-13 Applying a Continuous Passive Motion Device Skill 9-14 Applying a Sling Skill 9-15 Applying a Figure-Eight Bandage Skill 9-16 Assisting With Cast Application Skill 9-17 Caring for a Cast Skill 9-18 Applying Skin Traction and Caring for a Patient in Skin Traction Skill 9-19 Caring for a Patient in Skeletal Traction Skill 9-20 Caring for a Patient With an External Fixation Device **Chapter 10 Comfort and Pain Management** Skill 10-1 Promoting Patient Comfort Skill 10-2 Giving a Back Massage Skill 10-3 Applying and Caring for a Patient Using a TENS Unit Skill 10-4 Caring for a Patient Receiving Patient-Controlled Analgesia Skill 10-5 Caring for a Patient Receiving Epidural Analgesia Skill 10-6 Caring for a Patient Receiving Continuous Wound Perfusion Pain Management **Chapter 11 Nutrition** Skill 11-1 Assisting a Patient with Eating Skill 11-2 Inserting a Nasogastric (NG) Tube Skill 11-3 Administering a Tube Feeding Skill 11-4 Removing a Nasogastric Tube Skill 11-5 Caring for a Gastrostomy Tube **Chapter 12 Urinary Elimination** Skill 12-1 Assisting With the Use of a Bedpan Skill 12-2 Assisting With the Use of a Urinal Skill 12-3 Assisting With the Use of a Bedside Commode Skill 12-4 Assessing Bladder Volume Using an Ultrasound Bladder Scanner Skill 12-5 Applying an External Condom Catheter Skill 12-6 Catheterizing the Female Urinary Bladder Skill 12-7 Catheterizing the Male Urinary Bladder Skill 12-8 Removing an Indwelling Catheter Skill 12-9 Performing Interm

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Bernadette Melnyk PhD, RN, CPNP/NPP, FAAN, Associate Dean for Research and Professor, Director, Center for Research and Evidence-Based Practice, Pediatric Nurse Practitioner and Dual PNP/Psychiatric Nursing Practitioner Programs, University of Rochester School of Nursing, Rochester, NY; PNP/NPP Consultant, Elmira Psychiatric Center, Elmira, NY; Associate Editor, Worldviews on Evidence-Based Nursing

656pp | October 2014 | Book/PB-Paperback | \$ 85.99



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Tables:	50
Restrictions:	Avail. US, Canada, Aus, NZ, PR, US VI

Contributor(s):

Ellen Fineout-Overholt PhD, RN, FNAP, FAAN, Associate Director, Center for Research and Evidence-Based Practice, University of Rochester, Rochester, NY

Key Concept Statement:

Description:

Develop the skills and knowledge you need to make evidence-based practice an integral part of your clinical decision making and everyday nursing practice with *Evidence-Based Practice in Nursing & Healthcare*. Written in a friendly, conversational style, this Third Edition of the authors' gold standard textbook covers all the information you need to use evidence-based practice to improve patient outcomes. Real world examples and meaningful strategies in every chapter show you how to take a clinical issue from inquiry to a sustainable solution that drives a preferred standard of care.

- Enhance your understanding of the EBP process through **Making EBP Real** features at the end of each unit that present real world case stories and **EBP Fast Facts** that highlight important points from each chapter.
- Master the content of the course with critical appraisal checklists, evaluation tables, and synthesis tables.
- Further develop evidence-based practice knowledge and skills using handy web alerts that direct you to helpful Internet resources.
- Take your learning beyond the book with a wide range of online resources, including the *American Journal of Nursing* EBP Step-by-Step Series, which provides a real-world example of the EBP process, plus learning objectives, journal articles, and checklists, templates, and evaluation tables.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Evidence-Based Practice in Nursing & Healthcare
Bernadette Melnyk
/ 978-1-4511-9099-1 / \$0.01 / October, 2014 / Online Software

Upsell:

Features:

- NEW!** To improve accessibility, the authors now present information in a more conversational writing style.
- NEW!** Show your students the differences they can make by using the EBP process through two new features: **Making EBP Real**, which presents successful case stories in real world settings for each unit, and **EBP Fast Facts**, which highlight important points from each chapter.
- NEW!** **New chapters** on the role of a clinician's expertise and patient preferences/values in making decisions about patient care (Ch. 7), leadership strategies for creating and sustaining EBP organizations (Ch. 11), and sparking innovation in EBP (Ch. 12).
- NEW!** The *American Journal of Nursing EBP Step-by-Step Series*, which provides a real-world example of the EBP process, has been added to the student resources, and a suggested curriculum strategy involving that series, plus guided lecture notes and sample syllabi, have been added to the instructor's online resources.
- NEW!** Five new test questions per chapter enhance the online instructor test questions.
- Encourage students to actively engage in evidence-based practice and accomplish goals through inspirational quotes and learning activities.
- Help your students further develop evidence-based practice knowledge and skills through web alerts that direct them to helpful Internet resources.
- Help your students master the content of the course with critical appraisal checklists, evaluation tables, and synthesis tables, available in the appendices and at the book's companion web page.

Ancillary Assets:

Extend your students' learning beyond the book with online resources including:

- Learning objectives
- Journal articles
- The *American Journal of Nursing EBP Step-by-Step Series*, which provides a real-world example of the EBP process
- A poster example and a presentation example
- Journal club checklist
- ARCC EBP implementation plan
- PICOT question template
- RCA checklists
- Consent form template
- Data monitoring template
- Evidence review checklist
- Spanish-English Glossary
- Nursing Roles & Responsibilities

Save time planning and spend more time with your students with robust instructor's resources, including:

- Test Questions—featuring 5 NEW questions per chapter
- Leveled Syllabi—teaching guidelines for instructors teaching EBP at the undergraduate, graduate, and RN-BSN levels.
- Guided Lecture Notes
- Power Point Presentations for each chapter
- An ebook
- Additional test and reflective questions, application case studies, and examples for select chapters.
- A curriculum strategy for using the *American Journal of Nursing EBP Step-by-Step Series* (which is a student ancillary)
- An image bank
- Strategies for Effective Teaching
- Learning Management System cartridges

Discovery Questions:

Competition:

Evidence-Based Practice for Nurses

Schmidt

/ 978-1-284-05330-2 \$0.00 / 8/1/14 / / 450pp. /

Introduction to Evidence-Based Practice in Nursing and Health Care

Malloch

/ 978-0-7637-6542-2 \$0.00 / 7/1/09 / / 355pp. /

Practitioner's Guide to Using Research for Evidence-Based Practice

Rubin

/ 978-1-118-13671-3 \$0.00 / 8/1/12 / / 388pp. /

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Unit 1 Steps Zero, One, Two: Getting Started Chapter 1 Making the Case for Evidence-Based Practice and Cultivating a Spirit of Inquiry Chapter 2 Asking Compelling, Clinical Questions Chapter 3 Finding Relevant Evidence to Answer Clinical Questions Unit 1 Making EBP Real: A Success Story. Using Evidence-Based Practice to Reduce Catheter-Associated Urinary Tract Infections in a Long-Term Acute Care Facility

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Unit 3: Steps Four and Five: Moving From Evidence to Sustainable Practice Change Chapter 7 Integration of Patient Preferences and Values and Clinician Expertise Into Evidence-Based Decision Making Chapter 8 Advancing Optimal Care With Rigorously Developed Clinical Practice Guidelines and Evidence-Based Recommendations Chapter 9 Implementing Evidence in Clinical Settings Chapter 10 The Role of Outcomes and Quality Improvement in Enhancing and Evaluating Practice Changes Chapter 11 Leadership Strategies and Evidence-Based Practice Competencies to Sustain a Culture and Environment That Supports Best Practice Unit 3 Making EBP Real: A Success Story. Improving Outcomes for Depressed Adolescents with the Brief Cognitive Behavioral COPE Intervention Delivered in 30-Minute Outpatient Visits

Unit 4: Creating and Sustaining a Culture and Environment for Evidence-Based Practice Chapter 12 Innovation and Evidence: A Partnership in Advancing Best Practice and High Quality Care Chapter 13 Models to Guide Implementation and Sustainability of Evidence-Based Practice Chapter 14 Creating a Vision and Motivating a Change to Evidence-Based Practice in Individuals, Teams, and Organizations Chapter 15 Teaching Evidence-Based Practice in Academic Settings Chapter 16 Teaching Evidence-Based Practice in Clinical Settings Chapter 17 ARCC Evidence-Based Practice Mentors: The Key to Sustaining Evidence-Based Practice Unit 4 Making EBP Real: A Success Story. Mercy Heart Failure Pathway

Unit 5: Step Six: Disseminating Evidence and Evidence-Based Practice Implementation Outcomes Chapter 18 Disseminating Evidence Through Publications, Presentations, Health Policy Briefs, and the Media Unit 5 Making EBP Real: A Success Story. Faculty Research Projects Receive Worldwide Coverage

Unit 6: Next Steps: Generating External Evidence and Writing Successful Funding Proposals Chapter 19 Generating Evidence Through Quantitative Research Chapter 20 Generating Evidence Through Qualitative Research Chapter 21 Writing a Successful Grant Proposal to Fund Research and Evidence-Based Practice Implementation Projects Chapter 22 Ethical Considerations for Evidence Implementation and Evidence Generation Unit 6 Making EBP Real: Selected Excerpts From a Funded Grant Application. COPE/Healthy Lifestyles for Teens: A School-Based RCT

Appendix A Templates for Asking Clinical Questions Appendix B Rapid Critical Appraisal Checklists Appendix C Evaluation and Synthesis Tables Templates for Critical Appraisal Appendix D Walking the Walk and Talking the Talk: An Appraisal Guide for Qualitative Evidence Appendix E Example of a Health Policy Brief Appendix F Example of a Press Release Appendix G An Example of a Successful Media Dissemination Effort: Patient-Directed Music Intervention to Reduce Anxiety and Sedative Exposure in Critically Ill Patients Receiving Mechanical Ventilatory Support Appendix H Approved Consent Form for a Study Appendix I System-Wide ARCC Evidence-Based Practice Mentor Role Description 587 Appendix J ARCC Timeline for an EBP Implementation Project Appendix K Sample Instruments to Evaluate Organizational Culture and Readiness for Integration of EBP,

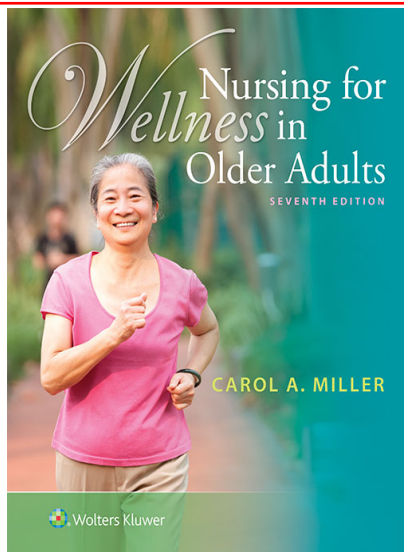
EBP Beliefs, and EBP Implementation in Clinical and Academic Settings
Glossary Index

Author Bio:

Marketer: Dunlap, Nicky
Aquisition Editor: Richardson, Chris
Product Manager: Brittain, Meredith

Carol A. Miller MSN, RN-BC, AHN-BC, Intercollegiate Center for Nursing Education

656pp | October 2014 | Book/HC-Printed Cover | \$ 84.99



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Trim Size:	8.375 x 10.875
Edition Info:	Seventh
Market/Program:	*NUR/Nursing - Gerontology/Gerontology Nursing [Education]
Illustrations:	0
Previous ISBN:	978-1-60547-777-0
Future ISBN:	
Tables:	263
Restrictions:	Worldwide

Key Concept Statement:

Description:

Prepare your students to provide effective, wellness-oriented nursing care for older adults in any healthcare setting with **Nursing for Wellness in Older Adults, 7e**. The book provides comprehensive, easy-to-understand coverage of the theory and practice of gerontological nursing, addressing both physiologic and psychosocial aspects of aging, as well as broader issues such as cultural competence and legal and ethical concerns. Organized around the author's unique Functional Consequences Theory, the book explores age-related changes as well as the risk factors that often interfere with optimal health and functioning. The major premise of the text is that nurses have an essential role in promoting wellness for older adults, which involves supporting their optimal level of functioning and quality of life. In keeping with the focus on promoting wellness for older adults, this text emphasizes the evidence-based information that is most pertinent to helping nurses work proactively with older adults to promote high levels of functioning and quality of life, despite the limitations associated with aging, disease, and other conditions. The Seventh Edition includes an expanded focus on caregiver wellness, quality care concerns, and AACN/HIGN standards, ensuring students are prepared to implement safe, effective practice. In addition, an expanded array of online resources is available to save you time and help your students succeed.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resource for Nursing for Wellness in Older Adults
Carol A. Miller
/ 978-1-4511-9084-7 / \$0.01 / February, 2015 / Online Software

Upsell:

Features:

- NEW!** An online map correlates AACN/HIGH standards to pages in the text.
- NEW! QSEN examples** of application of knowledge, skills, and attitudes for care plans relate to unfolding case examples in the text, and an online **QSEN Map** shows how book content integrates QSEN concepts. A new boxed feature highlights QSEN content to ensure students know the importance of using QSEN practices to promote quality and safety.
- NEW! Caregiver wellness boxes** show students how to educate caregivers in taking care of themselves while caring for their patients. In addition, **Wellness Opportunities** are sprinkled throughout the clinically oriented chapters to draw attention to ways in which nurses can promote wellness during the usual course of their care activities.
- Progressive Case Studies** encourage students to apply theory to real-life situations.
- Assessment boxes** provide the reader with specific approaches for nursing assessment. Commonly used assessment tools are described (and, in many cases, illustrated).
- Interventions boxes** provide succinct guides for nursing interventions, with a strong focus on health promotion. Guides for “best practices” in nursing interventions are given. Many of the interventions boxes can be used as tools for teaching older adults and their caregivers about how to improve functional abilities. All Interventions boxes can be downloaded from this book’s companion web page.
- The author’s unique Functional Consequences Theory explores age-related changes as well as the risk factors that often interfere with optimal health and functioning.** **Student perspective boxes** with real life stories from nursing students demonstrate the application of topics to real world practice settings.
- Diversity Notes** and **Cultural Considerations** cover varied populations to prepare students to work effectively with patients of any culture or ethnicity.
- Evidence-Based Practice boxes** are included in clinically oriented chapters to summarize guidelines for research-based care of older adults.
- Updated References** reflect the latest research in the field, ensuring that content is up to date and accurate.

Ancillary Assets:

- An expanded array of online resources is available to save instructors time and help students succeed. **Instructor Resources:**
- Case studies** give your students an opportunity to apply their knowledge to client cases similar to those they will encounter in practice. Suggested answers are provided.
 - Assignments** and suggested answers are provided to reinforce material.
 - A robust test generator** helps you put together tests that assess your students’ understanding of the material.
 - PowerPoint presentations for every chapter** make it easy for you to integrate the textbook with your students’ classroom experience.
 - A syllabus** provides guidance for structuring your gerontological nursing course.
 - A complete image bank** enhances lecture and exam preparation.
 - An **eBook** allows access to the book’s full text and images online.
 - A Curriculum Integration Guide** shows how book content relates to other nursing courses.
 - A QSEN Map** shows how book content integrates QSEN concepts.
 - An **AACN/HIGN Map** shows how book content integrates American Association of Critical-Care Nurses and Hartford Institute for Geriatric Nursing competencies.
 - Strategies for Effective Teaching** provide tips for teaching the course.
 - Angel/Blackboard/WebCT cartridges** make it easy to integrate text-specific material into your preferred course management system.
- Student Resources:**
- NEW! Online Learning Activities** referenced in the text point readers to the book’s companion webpage, where readers can access enhanced information related to the topic, including resources, access to articles, and evidence-based guidelines.
 - Learning Objectives** for each chapter provide an outline of key content that must be mastered.
 - Journal Articles** for every chapter, updated for this edition, offer access to current articles to enhance nursing care available in LWW journals.
 - Intervention boxes** for clinically oriented chapters make key information easily accessible.
 - A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
 - Nursing Roles/Responsibilities PDF** provides an overview of key roles and responsibilities
- ~

Discovery Questions:

Competition:

Toward Healthy Aging

Ebersole

/ 978-0-323-07316-5 \$0.00 / 9/1/11 / / 520pp. /

.....
Gerontological Nursing: Competencies for Care

Mauk

/ 978-1-284-02719-8 \$0.00 / 3/1/13 / / 1,062pp. /

.....
Gerontological Nursing

Meiner

/ 978-0-323-06999-1 \$0.00 / 10/1/10 / / 704pp. /

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Part 1 Older Adults and Wellness Chapter 1 Seeing Older Adults Through the Eyes of Wellness Chapter 2 Addressing Diversity of Older Adults Chapter 3 Applying a Nursing Model for Promoting Wellness in Older Adults Chapter 4 Theoretical Perspectives on Aging Well

Part 2 Nursing Considerations for Older Adults Chapter 5 Gerontological Nursing and Health Promotion Chapter 6 Diverse health Care Settings for Older Adults Chapter 7 Assessment of Health and Functioning Chapter 8 Medications and Other Bioactive Substances Chapter 9 Legal and Ethical Concerns Chapter 10 Elder Abuse and Neglect

Part 3 Promoting Wellness in Psychosocial Function Chapter 11 Cognitive Function Chapter 12 Psychosocial Function Chapter 13 Psychosocial Assessment Chapter 14 Impaired Cognitive Function: Delirium and Dementia Chapter 15 Impaired Affective Function: Depression

Part 4 Promoting Wellness in Physical Function Chapter 16 Hearing Chapter 17 Vision Chapter 18 Digestion and Nutrition Chapter 19 Urinary Function Chapter 20 Cardiovascular Function Chapter 21 Respiratory Function Chapter 22 Mobility and Safety Chapter 23 Integument Chapter 24 Sleep and Rest Chapter 25 Thermoregulation Chapter 26 Sexual Function

Part 5 Promoting Wellness in All Stages of Health and Illness Chapter 27 Caring for Older Adults During Illness Chapter 28 Caring for Older Adults Experiencing Pain Chapter 29 Caring for Older Adults at the End of Life

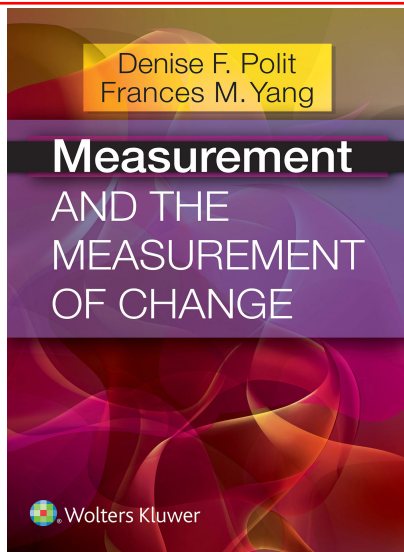
Index

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Denise F. Polit PhD, FAAN, President, Humanalysis

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Future ISBN:	
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Key Concept Statement:

Description:

Ideal for graduate-level courses on measurement or research methods, *Measurement and the Measurement of Change: A Primer for the Health Professions* provides a “gentle” introduction to and overview of complex measurement content. While this primer assumes a basic understanding of statistics and statistical inference, the statistical content serves to enhance conceptual understanding rather than to guide computations. Drawing on measurement theory and approaches from a variety of fields, including psychometrics and clinimetrics, this important work provides unique information for health professionals who develop new instruments, adapt existing ones, select instruments for use in clinical trials or in clinical practice, interpret information from measurements and changes in scores, or undertaking a systematic review on instruments.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Measurement and the Measurement of Change
 Denise F. Polit
 / 978-1-4511-9451-7 / \$ / December, 2015 / Online Software

Upsell:

Features:

- **A compelling multidisciplinary approach** draws from psychometrics, clinimetrics, and other fields to help readers understand measurement concepts.
- **Diverse examples of measures and classification systems** used in medicine, public health, nursing, psychotherapy, epidemiology, physical therapy, nutrition science, and other health fields, illustrate key measurement concepts.

- **A glossary of key terms and a thorough index** support graduate-level research methods students as well as practicing clinicians and researchers.
- **Practical guidance** on measurement assists those who develop new instruments, adapt existing ones, select instruments for use in clinical trials or in clinical practice, interpret information from measurements and changes in scores, or undertake a systematic review on instruments.

Ancillary Assets:

Make more thoughtful decisions about the measurement of health constructs with *Measurement and the Measurement of Change: A Primer for the Health Professions*. This important work provides a “gentle” introduction to and overview of complex measurement content that will help you ensure high-quality science and excellence in clinical practice.

- **A compelling multidisciplinary approach** draws from psychometrics, clinimetrics, and other fields to help you understand measurement concepts.
- **Diverse examples of measures and classification systems** used in medicine, public health, nursing, psychotherapy, epidemiology, physical therapy, nutrition science, and other health fields, illustrate key concepts.
- **A glossary of key terms and a thorough index** support graduate-level research methods students, as well as practicing clinicians and researchers.
- **Practical guidance** on measurement assists those who develop new instruments, adapt existing ones, select instruments for use in a clinical trial or in clinical practice, interpret information from measurements and changes in scores, or undertake a systematic review on instruments.

Selling Strategies:

- Match Up:
 - o Waltz (Springer) last published 4/10; no consistent publishing cycle (previous edition published in 2004); #1 position in market share (47%)
 - o Streiner (OUP) last published 12/08; no consistent publishing cycle (previous edition published in 2003); #2 position in market share (46%)
 - o deVet (CUP) published 9/11; a publishing cycle has not been established (first edition); #3 position in market share (7%)
- Our sales team should focus on users of all three titles listed above for takeaway opportunities; these takeaway opps will exist in graduate level nursing research programs as well as research methods courses in other allied health disciplines
- Our sales team should also work on rollover opportunities of the big Polit book and promote bundling of the proposed text with that book
- Given the approach of the proposed text, a side-by-side comparative analysis should be created to assist the sales team in illustrating the key differences with the competitive texts
- The proposed text will include instructor and student resources on thePoint; none of the three competitive texts offer any additional resources to support instructors or students
- Denise Polit is well known in the arena of research methods and she would be a vigorous proponent of the text in webinars

Discovery Questions:

Competition:

Measurement in Nursing and Health Research

Waltz
/ 978-0-8261-0507-3 \$0.00 / 4/1/10 / / 504pp. /

Health Measurement Scales: A Practical Guide to Their Development and Use

Streiner
/ 978-0-19-923188-1 \$0.00 / 9/1/08 / / 452pp. /

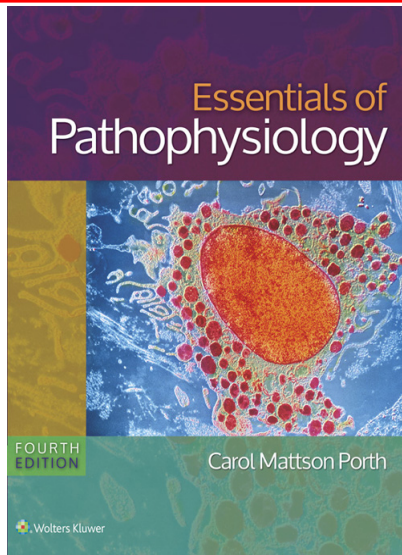
Table of Contents:

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Carol Porth RN, MSN, PhD, Professor Emeritus, University of Wisconsin

1248pp | October 2014 | Book/PB-Paperback | \$ 115.99



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Pathophysiology/Pathophysiology for Nursing
Illustrations: 0
Previous ISBN: 978-1-58255-724-3
Future ISBN:
Restrictions: Avail. US, Canada, Aus, NZ, PR, US VI

Key Concept Statement:

Description:

Prepare your students for their future careers with **Essentials of Pathophysiology: Concepts of Altered Health States, 4/e**. This clear, readable, and student-friendly text delivers “need to know” disease content, along with the essential foundation in science that nursing, physician assistant, pharmacology, advanced health science, and medical students need to succeed in their future careers. Approaching the topic as an exploration of pathophysiology, the book relates normal body functioning to the physiologic changes that occur as a result of disease and provides concise yet complete coverage of how the body works. The Fourth Edition builds on the book’s extremely successful art program and the “Understanding” feature and incorporates summary concept boxes after each section. In addition, an expanded, robust, and flexible suite of supplements, including a Study Guide, over 40 advanced 3-D animations, *prepU*, and *Lippincott’s CoursePoint*, provide students with all the tools they need to succeed. **Student Resources:**

- **A fully searchable eBookonline** is ideal for review on the go.
- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Journal Articles** by chapter, updated for this edition, offer access to current research available in LWW journals.
- **Concepts in Action Animations** for every chapter help students master key topics.
- **New! More than 40 Advanced, 3-D Narrated Animations** help students master complex pathophysiological concepts.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of the most commonly prescribed drugs** provide up-to-date information.
- **600 NCLEX-style Review Questions** help students improve their test-taking skills and prepare for the NCLEX.
- **A Dosage Calculations Question & Review Question Bank** gives students practice in math skills and calculating drug dosages and reinforce key topics of the course.

Instructor Resources:

- **PowerPoint presentations** make it easy for you to integrate the textbook with your students’ classroom experience, via either handouts or slide shows.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.
- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.
- **Case Studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
- **Journal Articles**, updated for this edition, offer access to research available in LWW journals.
- **Answers to Review Exercises in the Book** are provided for your convenience.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students’ reading.
- **Learning Objectives** for each chapter allow you to assess your students’ mastery of key skills.
- **A QSEN Map** demonstrates how the text supports QSEN competencies and their relationship to excellent clinical practice.
- **A Sample Syllabus** provides guidance for structuring your course.
- **Concepts in Action Animations and Advanced 3-D Narrated Animations** are provided to enhance your lectures.

To further support your course, the Fourth Edition is accompanied by a **Study Guide, prepU**, and new to this edition, **Lippincott CoursePoint**, a digital curriculum solution that integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content. Each product in the suite can be purchased separately or packaged with the main text.

Related URL:

For Sale Ancillary:

Study Guide for Essentials of Pathophysiology
 Brian Kipp
 / 978-1-4511-9293-3 / \$32.99 / October, 2014 / Book

Free Ancillary:

Instructor Resources for Essentials of Pathophysiology
 Carol Porth
 / 978-1-4511-9290-2 / \$ / October, 2014 / Online Software

Upsell:

Features:

- Updated, reorganized, revised, and condensed, the book provides the most critical and current “need to know” pathophysiology content.
- The Third Edition’s Chapter 8 has been split into two chapters: “Disorders of Fluid” and “Electrolyte Balance and Disorders of Acid-Base Balance.”
- A new series of **advanced 3D narrated animations** help students master difficult pathophysiological concepts.
- **Tables and Charts** present complex information in a memorable and easy-to-understand manner.
- **Special considerations icons** highlight content relevant to infants and children, pregnant women, and older adults.
- **A striking art program** with over 400 illustrations and 90 photographs builds on the successful art program of the Third Edition.
- **An expanded number of Clinical Features illustrations** depict patients with disorders to help students visualize manifestations of disease states.
- **An easy-to-understand presentation** helps students succeed in the course. Concepts build upon one another, words are defined as content is presented, and concepts from physiology, biochemistry, physics, and other sciences are reviewed along the way.
- **“Understanding” Diagrams** that depict physiologic processes and phenomena are presented in sequential chunks for easier learning.
- **Review Exercises** present situational or case studies to encourage thinking and conceptualization, thus helping students to integrate and synthesize information.
- **Summary Concepts boxes** focus on conceptualization rather than memorization, while presenting each section’s material in bulleted lists.
- **An organization by body systems** features an initial introductory chapter on Structure and Function of the particular body system with subsequent chapters focusing on clinically relevant disorders.

Ancillary Assets:

- Master “need to know” disease content and develop the foundation in science you need to succeed in your future career with **Essentials of Pathophysiology: Concepts of Altered Health States, 4/e**. Clear, readable, and student-friendly, the book approaches the topic as an exploration of pathophysiology, relating normal body functioning to the physiologic changes that occur as a result of disease and providing concise yet complete coverage of how the body works.
- **Tables and Charts** present complex information in a memorable and easy-to-understand format.
 - **Special considerations icons** highlight content relevant to infants and children, pregnant women, and older adults.
 - **A striking art program** with over 400 illustrations and 90 photographs builds on the successful art program of the Third Edition.
 - **An expanded number of Clinical Features illustrations** depict patients with disorders to help you visualize manifestations of disease states.
 - **An easy-to-understand presentation** helps you succeed. Concepts build upon one another, words are defined as content is presented, and concepts from physiology, biochemistry, physics, and other sciences are reviewed along the way.
 - **“Understanding” Diagrams** that depict physiologic processes and phenomena are presented in sequential chunks for easier learning.
 - **Review Exercises** present situational or case studies to encourage thinking and conceptualization, helping you to integrate and synthesize information.
 - **Summary Concepts boxes** focus on conceptualization rather than memorization, while presenting each section’s material in bulleted lists.
 - **An organization by body systems** features an initial introductory chapter on the Structure and Function of the particular body system with subsequent chapters focusing on clinically relevant disorders.

Discovery Questions:

Competition:

Understanding Pathophysiology

Huether and McCance

/ 978-0-323-07891-7 \$0.00 / 10/1/12 / / 1,184pp. /

Pathophysiology

Copstead

/ 978-1-4557-2650-9 \$0.00 / 12/1/12 / / 1,216pp. /

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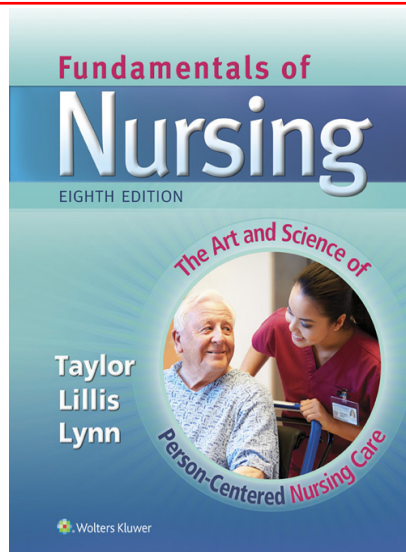
Introduction to Pathophysiology Unit 1: Cell and Tissue FunctionChapter 1: Cell Structure and FunctionChapter 2: Cellular Responses to Stress, Injury, and AgingChapter 3: Inflammation, the Inflammatory Response, and FeverChapter 4: Cell Proliferation and Tissue Regeneration and RepairChapter 5: Genetic Control of Cell Function and InheritanceChapter 6: Genetic and Congenital DisordersChapter 7: Neoplasia Unit 2: Integrative Body FunctionsChapter 8: Disorders of Fluid, Electrolyte, and Acid-Base BalanceChapter 9: Stress and AdaptationChapter 10: Disorders of Nutritional Status Unit 3: Hematopoietic FunctionChapter 11: Disorders of White Blood Cells and Lymphoid TissueChapter 12: Disorders of HemostasisChapter 13: Disorders of Red Blood Cells Unit 4: Infection and ImmunityChapter 14: Mechanisms of Infectious DiseaseChapter 15: Innate and Adaptive ImmunityChapter 16: Disorders of the Immune Response Unit 5: Circulatory FunctionChapter 17: Control of Cardiovascular FunctionChapter 18: Disorders of Blood Flow and Blood PressureChapter 19: Disorders of Cardiac FunctionChapter 20: Heart Failure and Circulatory Shock Unit 6: Respiratory FunctionChapter 21: Control of Respiratory FunctionChapter 22: Respiratory Tract Infections, Neoplasms, and Childhood DisordersChapter 23: Disorders of Ventilation and Gas Exchange Unit 7: Kidney and Urinary Tract FunctionChapter 24: Structure and Function of the KidneyChapter 25: Disorders of Renal FunctionChapter 26: Acute Kidney Injury and Chronic Kidney DiseaseChapter 27: Disorders of the Bladder and Lower Urinary Tract Unit 8: Gastrointestinal and Hepatobiliary FunctionChapter 28: Structure and Function of the Gastrointestinal SystemChapter 29: Disorders of Gastrointestinal FunctionChapter 30: Disorders of Hepatobiliary and Exocrine Pancreas Function Unit 9: Endocrine SystemChapter 31: Mechanisms of Endocrine ControlChapter 32: Disorders of Endocrine Control of Growth and MetabolismChapter 33: Diabetes Mellitus and the Metabolic Syndrome Unit 10: Nervous SystemChapter 34: Organization and Control of Neural FunctionChapter 35: Somatosensory Function, Pain, and HeadacheChapter 36: Disorders of Neuromuscular FunctionChapter 37: Disorders of Brain FunctionChapter 38: Disorders of Special Sensory Function: Vision, Hearing, and Vestibular Function Unit 11: Genitourinary and Reproductive FunctionChapter 39: Disorders of the Male Genitourinary SystemChapter 40: Disorders of the Female Genitourinary SystemChapter 41: Sexually Transmitted Infections Unit 12: Musculoskeletal FunctionChapter 42: Structure and Function of the Skeletal SystemChapter 43: Disorders of the Skeletal System: Trauma, Infections, Neoplasms, and Childhood DisordersChapter 44: Disorders of the Skeletal System: Metabolic and Rheumatic Disorders Unit 13: Integumentary FunctionChapter 45: Structure and Function of the IntegumentumChapter 46: Disorders of Skin Integrity and Function GlossaryAppendix A: Laboratory ValuesIndex

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Dickinson, Sherry
Product Manager: Lagrosa, Dawn

Carol Taylor PhD, MSN, RN, Georgetown University School of Nursing, Washington, DC

1816pp | October 2014 | Book/HC-Printed Cover | \$ 129.99



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Future ISBN:	
Tables:	160
Restrictions:	Avail. US, Canada, Aus, NZ, PR, US VI

Contributor(s):

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Key Concept Statement:

Description:

Help your students develop the blended competencies (cognitive, technical, interpersonal, and ethical/legal) they will need to effectively care for patients in both institutional and community-based practice settings with this updated Eighth Edition of the best-selling *Fundamentals of Nursing*. Packed with clinical examples, proven pedagogy, striking illustrations, and online learning tools (including video clips, animations, and interactive learning activities), this best-selling text takes a holistic approach as it distills the fundamentals that nursing students need to know to respond to today's healthcare challenges competently, enthusiastically, and accountably. Reflecting today's rapidly evolving healthcare delivery system, the Eighth Edition offers new content, new pedagogy, a revised art and photo program, and a wide range of online teaching and learning resources to save you time and help your students succeed. **Instructor Resources:**

- **A robust test generator** with more than 1,250 questions helps you put together tests that assess your students' understanding of the material. Test questions link to learning objectives.

- **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.

- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students' reading.

- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.

- **A Sample Syllabus** provides guidance for structuring your nursing fundamentals course.

- **A complete image bank** enhances lecture and exam preparation.

- **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.

- **Strategies for Effective Teaching** provide tips for teaching the course.

- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.

- **Case studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.

- **Journal Articles**, updated for this edition, offer access to research available in WK journals

- **A Master Checklist for Student Competency** helps you track your students' progress toward skill competency.

Student Resources:

- **NCLEX-Style Review Questions** for every chapter (over 900 in all) help students review important concepts and practice for the NCLEX.

- **Watch & Learn Video Clips** reinforce skills from the textbook and bring concepts to life.

- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.

- **Concepts in Action Animations** bring concepts to life and enhance student comprehension.

- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.

- **Journal Articles** offer access to current research available in WK journals.

- **Dosage Calculation Quizzes** allow students to practice math skills and calculating drug dosages.

To further enhance your course, the Eighth Edition is accompanied by an integrated suite of products, each created with the students' experience in mind, and coordinated to provide a cohesive learning experience. The suite includes: *Study Guide*, *Skill Checklists*, *Taylor's Clinical Nursing Skills*, *Taylor's Handbook of Nursing Skills*, *Taylor's Video Guide to Clinical Nursing Skills*, *prepU*, and, new to this edition, *Lippincott CoursePoint*, a digital curriculum solution for nursing education that integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content. Each product in the suite can be purchased separately or packaged with the main text.

Related URL:

For Sale Ancillary:

Taylor's Handbook of Clinical Nursing Skills

Pamela Lynn

/ 978-1-4511-9363-3 / \$45.99 / October, 2014 / Book

Skill Checklists for Taylor's Clinical Nursing Skills

Pamela Lynn

/ 978-1-4511-9273-5 / \$30.99 / October, 2014 / Book

Taylor's Clinical Nursing Skills

Pamela Lynn

/ 978-1-4511-9271-1 / \$108.99 / October, 2014 / Book

Skill Checklists for Fundamentals of Nursing

Carol Taylor; Carol Lillis; Pamela Lynn

/ 978-1-4511-9366-4 / \$31.99 / October, 2014 / Book

Study Guide for Fundamentals of Nursing

Carol Taylor; Carol Lillis; Pamela Lynn; Marilee LeBon

/ 978-1-4511-9272-8 / \$31.99 / October, 2014 / Book

Free Ancillary:

Instructor Resource to Accompany Fundamentals of Nursing

Carol Taylor

/ 978-1-4511-9365-7 / \$0.01 / October, 2014 / Online Software

Upsell:

Features:

- **Streamlined coverage** helps students focus on the fundamentals they need to know for competent, caring nursing.
- **Significantly revised Unit 2** reflects the realities of the current healthcare delivery system.
- **New reflection questions for cultivating QSEN competencies** encourage critical thinking.
- **An expanded chapter, “Oxygenation and Perfusion,”** provides balanced coverage of respiratory and cardiovascular content.
- **Asepsis coverage**, now appearing at the beginning of the clinical chapters, aligns with student learning needs.
- **Revised end-of-chapter NCLEX questions** reflect the NCLEX style to enhance student exam prep.
- **“Delegation Considerations”** based on American Nurses Association (ANA) and National Council of State Boards of Nursing (NCSBN) principles and recommendations have been added to each skill to assist students in developing the critical decision-making skills necessary to transfer responsibility for the performance of an activity to another individual while ensuring safe and effective nursing care.
- **New content on accountable care organizations, medical homes, and medical neighborhoods**, as well as content on the new roles for nurses (nurse coach, clinical nurse leader, nurse navigator, and nurse care coordinator), highlight both traditional and innovative care in institutional and community-based practice settings.
- **New content on patient safety** includes expanded safety information related to children, adolescents, and older adults.
- **Revisions in each clinical chapter** help educators and students remain current through expanded information on genomics, new information on SIDS and SUID (sudden unexplained infant death), an expanded discussion of childhood obesity, and coverage of the dangers associated with energy drinks, synthetic marijuana, and bath salts.
- **DocuCare cases** are highlighted throughout the text.
- **Lippincott CoursePoint**, the ONLY inte-grated digital curriculum solution for nursing education, is now available with the Eighth Edition. *Lippincott CoursePoint* integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content.
- **PICO in Practice: Asking Clinical Questions boxes** show students how to do a critical appraisal of the most relevant evidence to answer an important clinical question using the PICO (population, intervention, comparison, & outcome) model.

- **More than 70 Nursing Skills** show both actions and rationales, highlight special considerations and unexpected outcomes, and include documentation guidelines and samples.
- **Promoting Health Literacy boxes** include scenarios that help students identify patients/families at risk for poor health outcomes due to weak health literacy and include tips for health literacy improvement.
- **Nursing Advocacy in Action boxes** present a patient scenario along with implications for nursing advocacy, especially advocacy for vulnerable patient populations.
- **Chapter-opening Patient Scenarios** present three "patients" with photos and a short description of their cases. To reinforce learning and engage the reader, the three "patients" are mentioned throughout the chapter in **case scenario narratives** that support clinical examples from the text.
- **Chapter-ending Practicing for NCLEX** exercises help students prepare for the NCLEX and improve their objective test-taking skills.
- **Through the Eyes of a Student, Through the Eyes of a Patient, and Through the Eyes of a Family Caregiver** offer personal anecdotes from different perspectives to help students prepare for effective practice.
- **Promoting Health boxes** provide students with assessment checkpoints for various health and wellness issues and include suggestions for patient and self-care.
- **Reflective Practice boxes**, written by students, describe a challenge to their blended skills—cognitive, technical, interpersonal, or ethical/legal—and then identify possible courses of action and summarize what they learned. Readers are asked if they think they would respond in the same way and to reflect on their response and the adequacy of their blended skills.
- **Concept maps** walk students through the nursing process for selected case study patients.
- **Guidelines for Nursing Care boxes** outline important points to remember in practice.
- **Nursing Plans of Care with Patient Case Studies** appear at the end of clinical chapters and provide concrete examples of each step of the nursing process, as well as related examples of documentation. The diagnoses in these plans of care illustrate common health problems and a wide variety of independent and collaborative nursing interventions.
- **Examples of NANDA Nursing Diagnoses and Examples of Nursing Interventions Nursing Outcomes Classifications (NIC/NOC) boxes** highlight nursing interventions and outcomes for quick and easy reference.
- **Focused Assessment Guides** provide sample interview questions to foster independent learning.
- **Teaching Tips boxes** summarize important topics for patient and family education and provide suggestions for nurse-patient communication.
- **Focus on the Older Adult boxes** emphasize special considerations for care of older patients.
- **Research in Nursing: Bridging the Gap to Evidence-Based Practice boxes** highlight recent research in nursing care.
- **Focused Critical Thinking Guides** help students follow the step-by-step critical thinking process to enhance their critical thinking skills.
- **Chapter-ending Developing Clinical Reasoning** sections provide exercises that challenge students to synthesize, rather than just reiterate, the information they have learned.
- **Checklists** throughout the text (including blended skills assessment, use of nursing process, and health assessments) allow students to evaluate their personal strengths and limitations and develop related learning goals.
- **Icons** in the text direct students to relevant Watch & Learn video clips, Practice & Learn activities, and Concepts in Action animations on *thePoint*.
- **Chapter-ending Taylor Suite Resources lists** outline which products in the Taylor suite relate to the chapter topic and help students coordinate their study and review.

Ancillary Assets:

Instructor Resources:

- **A robust test generator** with more than 1,250 questions helps you put together tests that assess your students' understanding of the material. Test questions link to learning objectives.
- **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students' reading.
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- **Case studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
- **Journal Articles**, updated for this edition, offer access to research available in WK journals.
- **Adaptable Skills Checklists** help you evaluate your students' mastery of skills.
- **A Master Checklist for Student Competency** helps you track your students' progress toward skill competency.

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- **Journal Articles** offer access to current research available in WK journals.
- **Dosage Calculation Quizzes** allow students to practice math skills and calculating drug dosages.

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Discovery Questions:

Competition:

Fundamentals of Nursing

Potter and Perry
/ 978-0-323-07933-4 \$0.00 / 4/1/12 / / 1,392pp. /

Fundamentals of Nursing

Kozier and Erb
/ 978-0-13-802461-1 \$0.00 / 2/1/11 / / 1,632pp. /

Fundamentals of Nursing

Wilkinson
/ 978-0-8036-2354-5 \$0.00 / 10/1/10 / / 2,365pp. /

Basic Nursing: Concepts, Skills and Reasoning

Treas
/ 978-0-8036-2778-9 \$0.00 / 10/1/13 / / 1,700pp. /

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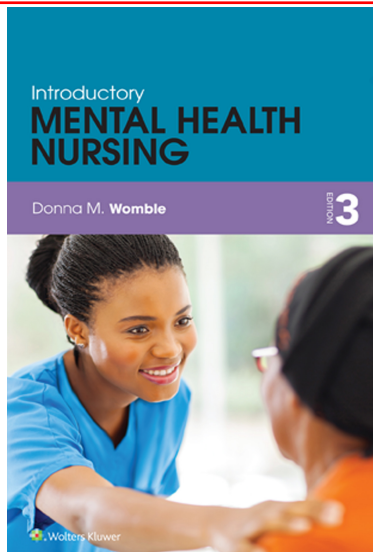
Unit I Foundations of Nursing Practice Chapter 1 Introduction to Nursing Chapter 2 Theory, Research, and Evidence-Based Practice Chapter 3 Health, Illness, and Disparities Chapter 4 Health of the Individual, Family, and Community Chapter 5 Cultural Diversity Chapter 6 Values, Ethics, and Advocacy Chapter 7 Legal Dimensions of Nursing Practice **Unit II Health Care Delivery** Chapter 8 The Health Care Delivery System Chapter 9 Care Coordination and Continuity in Health Care Settings and the Community **Unit III Person-Centered Care and the Nursing Process** Chapter 10 Blended Competencies, Clinical Reasoning, and Processes of Person-Centered Care Chapter 11 Assessing Chapter 12 Diagnosing Chapter 13 Outcome Identification and Planning Chapter 14 Implementing Chapter 15 Evaluating Chapter 16 Documenting, Reporting, Conferring, and Using Informatics **Unit IV Promoting Health Across the Lifespan** Chapter 17 Developmental Concepts Chapter 18 Conception Through Young Adult Chapter 19 The Aging Adult **Unit V Roles Basic to Nursing Care** Chapter 20 Communicator Chapter 21 Teacher and Counselor Chapter 22 Nurse Leader, Manager, and Care Coordinator **Unit VI Actions Basic to Nursing Care** Chapter 23 Asepsis and Infection Control Chapter 24 Vital Signs Chapter 25 Health Assessment Chapter 26 Safety, Security, and Emergency Preparedness Chapter 27 Complementary and Alternative Therapies Chapter 28 Medications Chapter 29 Perioperative Nursing **Unit VII Promoting Healthy Physiologic Responses** Chapter 30 Hygiene Chapter 31 Skin Integrity and Wound Care Chapter 32 Activity Chapter 33 Rest and Sleep Chapter 34 Comfort and Pain Management Chapter 35 Nutrition Chapter 36 Urinary Elimination Chapter 37 Bowel Elimination Chapter 38 Oxygenation and Perfusion Chapter 39 Fluid, Electrolyte, and Acid-Base Balance **Unit VIII Promoting Healthy Psychosocial Responses** Chapter 40 Self-Concept Chapter 41 Stress and Adaptation Chapter 42 Loss, Grief, and Dying Chapter 43 Sensory Functioning Chapter 44 Sexuality Chapter 45 Spirituality Glossary Index **Resources Available on thePoint** Appendix A Guidelines for Delegation Decision Making Appendix B Equivalent Appendix C Normal Adult Laboratory Values

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Acquisition Editor: Dickinson, Sherry
Product Manager: Kogut, Helen

Donna Womble MEd, BS, RN, Program Coordinator, Assistant Professor of Nursing, Health Occupations—Vocational Nursing, South Plains College, Plainview, TX

432pp | February 2015 | Book/PB-Paperback | \$ 53.99



ISBN:	9781451147148
Trim Size:	7 x 10
Edition Info:	Third
Market/Program:	*NUR/Nursing - Practical and Vocational (LPN/LVN)/Licensed Practical and Vocational Nursing
Illustrations:	0
Previous ISBN:	978-1-60831-392-1
Future ISBN:	
Restrictions:	Worldwide

Key Concept Statement:

Description:

Prepare your LPN/LVN students to deal effectively with the mental health issues they will encounter in a wide range of healthcare settings with **Introductory Mental Health Nursing, 3e**. This updated edition of the author's acclaimed text provides clear, direct, and clinically relevant information on mental health nursing, supported by case applications, a built-in student workbook, a striking full color design, and a wide range of innovative features that support students every step of the way as they develop the knowledge they will need for success in their future careers. Updated to reflect the DSM-V and featuring new and expanded content throughout, the Third Edition includes a robust array of online resources to save you time and help your students succeed in the course. **Student Resources:**

Resources:

- **Learning Objectives** for every chapter help students gauge their mastery of key content.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **A Watch & Learn Video Clip** on Cognitive Functioning reinforces skills from the textbook and appeals to visual and auditory learners.
- **Practice & Learn Activities** related to therapeutic communication, antidepressants, and dementia, present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Movie Viewing Guides** highlight films depicting individuals with mental health disorders and provide students the opportunity to approach nursing care related to mental illness in a novel way.
- **Clin Sim Case Studies** include scenarios related to acute mania, major depressive disorder, and paranoid schizophrenia to help students understand the real life presentation of various disorders.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.

Instructor Resources

- **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Lesson Plans** make the text easier to teach from.
- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Answers to Movie Viewing Guides** facilitate discussion and assessment of student understanding.
- **Clin Sim Case Studies** include scenarios related to acute mania, major depressive disorder, and paranoid schizophrenia to help students understand the real life presentation of various disorders.
- **Answers to Assignments** are provided for your convenience.
- **A Watch & Learn Video Clip** on Cognitive Functioning reinforces skills from the textbook and appeals to visual and auditory learners.
- **Practice & Learn Activities** related to therapeutic communication, antidepressants, and dementia, present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **A robust test generator with answers** helps you put together tests that assess your students' understanding of the material.
- **A complete image bank** enhances lecture and exam preparation.
- **A Sample Syllabus** provides guidance for structuring your mental health nursing course.
- **Strategies for Effective Teaching** provide tips for teaching the course.
- **eBook on thePoint** provides anywhere, anytime access to the fully searchable text and image bank.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Introductory Mental Health Nursing
Donna Womble
/ 978-1-4511-9465-4 / \$ / February, 2015 / Online Software

Upsell:

Features:

- New coverage of the DSM-V and updated journal research-based information highlights the latest advances in the field.

- New content on cultural, ethnic, and religious issues and factors that affect mental health, such as stress, anxiety, grief, and loss, prepares students for effective practice.
- Crisis intervention content has been expanded to include victims of sexual abuse, domestic violence, and bullying and new assessment tools and scales for suicide, violence, and trauma enrich the presentation.
- The treatment of mental illness, including approach and goals, components of care, and types of therapy, along with a generalized pharmacologic treatment overview, appears in Chapter 5.
- Unit V has been restructured to discuss disorders and issues of children/adolescents and expanded to include care of the intellectually disabled child (Chapter 18).
- Chapter 19 now covers the disorders and issues of the older adult.
- The built-in student workbook has been enhanced with new NCLEX-style student review questions.
- At a Glance** sections highlight or summarize key information for better recall and retention.
- Just the Facts** entries provide additional information on key topics.
- Mind Jogger critical thinking questions** promote deeper understanding.
- Senior Focus** features provide key information specific to the care of the older adult or elderly client.
- Client Post** sections provide disorder-related and support information that students can use to teach clients and/or their families.
- Case Applications** provide actual scenarios with guided questions to help students apply the nursing process to resolve clinical problems.
- Chapter-ending Student Worksheets** help students learn and retain key information through fill-in-the-blank, matching, and multiple-choice (NCLEX-style) questions.

Ancillary Assets:

Master the information you need to deal effectively with the mental health issues you will encounter in a variety of healthcare settings with **Introductory Mental Health Nursing, 3e**. This student-friendly text written specifically for LPN/LVN students provides easy-to-understand, clinically relevant information on mental health nursing, supported by real life cases, a built-in workbook, a striking full color design, and a wide range of innovative features designed to support you every step of the way as you develop the knowledge you'll need for success in your future career.

- Just the Facts** entries provide additional information on key topics.
- At a Glance** sections highlight or summarize key information for better recall and retention.
- Mind Jogger critical thinking questions** help you develop a deeper understanding of the material.
- Senior Focus** features provide key information specific to the care of the older adult or elderly client.
- Client Post** sections provide disorder-related and support information that you can use to teach clients and/or their families.
- Case Applications** provide actual scenarios with guided questions to help you apply the nursing process to resolve the identified problem.
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- Online Clin Sim Case Studies** include scenarios related to acute mania, major depressive disorder, and paranoid schizophrenia to help you understand the real life presentation of various disorders.

Discovery Questions:

Competition:

Foundations of Mental Health Care
Morrison-Valfre
/ 978-0-323-08620-2 \$0.00 / 10/1/12 / / 512pp. /

.....
Neeb's Fundamentals of Mental Health Nursing
Gorman & Anwar
/ 978-0-8036-2993-6 \$0.00 / 2/1/14 / / 512pp. /

Table of Contents:

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Marketer: Karampelas, Dean

Aquisition Editor: Richardson, Chris

Product Manager:

Professional & Education

Global Sales Meeting

2 0 1 5

When you have to be right™

LWW Health Library: Medical Practice



- Why the Health Library

LWW Health Library: Medical Practice

- What is the LWW Health Library?
- How is the LWW Health Library sold?
- Overview of existing and forthcoming collections
 - Anesthesiology
 - Surgery
 - Orthopaedic Surgery
 - Oncology
 - Emergency Medicine
 - Critical Care
 - OB/Gyn
 - Pathology

What is the LWW Health Library?

- LWW Health Library is an online portal for institutional delivery of Lippincott content
- First expansion into Medical Practice content in September 2014
 - Anesthesiology
 - Surgery
 - Orthopaedic Surgery
- www.lwwhealthlibrary.com



What's the Value Proposition

- *LWW's leading clinical content offered, for the first time, in a **specialty-specific portal** with sophisticated semantic search and user-friendly navigation.*
 - Learning, not research
 - Multimedia, Q&A, cases
 - Accessible e-book platform that allows print/save

Top Key Features

- **Gold-standard references** - Core LWW content for residency and fellowship programs and practitioners.
- **Multimedia** - Video clips to enhance teaching and demonstrate procedures.
- **Review content** - Questions to help with exam review.
- **Semantic search** - Advanced semantic search with easy-to-use filtering by subject, content type, using SOLR
- **Print/save a chapter** - Users are able to print one chapter at a time with no limit on the number of chapters per day. Users can print/save to PDF if needed.
- **PubMed widget** - Links to the most relevant PubMed results based on the chapter the user is viewing displayed
- **New editions** - New editions are added upon publication.

Health Library v. Inkling

	Health Library	Inkling
Purchaser	Librarian/program	Program/resident/practitioner
User	Resident/practitioner	Resident/practitioner
Platform	Online database	Downloadable e-book
Purchaser	Institutional	Individual
Search across titles	Yes	No
Purchase type	Subscription, collection	Perpetual, single title or bundle

Live Demo of LWW Health Library



When you have to be right™

Jan 5-7, 2015

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How is the LWW Health Library sold?

- Ovid sales team began selling P&E products in April 2014
- Strong library relationships, lead on closing sale and contract
- P&E drives interest and leads through relationships with residency programs, faculty and residents
- Collaboration key to closing the sale

LWW Health Library MP Roadmap

	2014	2015	2016
New Products	Q3. <ul style="list-style-type: none"> Anesthesiology Orthopaedic Surgery Surgery 	Q1. <ul style="list-style-type: none"> Oncology (updates in place) Q2. <ul style="list-style-type: none"> OBGYN Critical Care Emergency Medicine Pathology 	Q1. <ul style="list-style-type: none"> Family Medicine (updates in place) Internal Medicine (updates in place) Q2. <ul style="list-style-type: none"> Cardiology Neuro/Psych Radiology
Existing Product Enhancements		Q1. <ul style="list-style-type: none"> Update program for surgical specialties “Refresher” Content Tool added to Surgical Specialties Phase 1 of topic based search added to orthopaedic surgery New Orthopaedic Surgery Videos New Surgery Videos 	Q1. <ul style="list-style-type: none"> “Refresher” Content Tool added to General Medicine “Refresher” Content Tool added to Image-based specialties “Refresher” Content Tool added to Surgical specialties Board Review for Orthopaedic Surgery Phase 1 of Topic Based Search (Orthopaedic Surgery)
Technology		<ul style="list-style-type: none"> Phase 1 Image Capabilities (Path) Phase 1 Customization & curriculum tools Phase 1 of Updates added to existing products Phase 2 of Board Review 	<ul style="list-style-type: none"> Phase 2 Image Capabilities (Rad) Phase 2 customization & curriculum tools Phase 3 Board Review capabilities <ul style="list-style-type: none"> (Adaptive, confidence-based remediation)

When you have to be right™

Migration of LWW Oncology to HL

- **LWW Oncology will relaunch in January as LWW Health Library for Oncology**
 - More cohesive product message
 - Leverage functionality on HL platform
- **Focus on increasing institutional sales**
- **Individual purchasers of PPO10e will receive 6 months free access to HL + 6 months of PPO10e**

Comparison of LWWO to HLO

Feature	LWWO	HL Oncology
Core oncology titles that cover all specialties and cancer types	X	X
Core hematology titles ^{NEW!}		X
Regular content updates	X	X
Drug monographs	X	X
Evidence Based Guidelines (from NCCN)	X	X
Patient Education Handouts from NCI	X	X
Mobile-responsive site optimized for any device ^{NEW!}		X
Thousands of images for teaching and presentations	X	X
Access via Athens/Shibboleth ^{NEW!}		X
Browse by Cancer Type	X	X
Semantic search powered by SOLR ^{NEW!}		X

Medical Practice 2015 Frontlist

When you have to be right™

Medical Practice

Anesthesia

When you have to be right™

Barash: Clinical Anesthesia Fundamentals, 1e



- **About the Book:**
 - This is a new project in the highly respected and widely known Clinical Anesthesia franchise. It will clearly and simply explain the core concepts of anesthesiology from physiology and pharmacology to anatomy to systems-based anesthesia (eg cardiac anesthesia, neuroanesthesia etc). All specialty areas will be covered. Each chapter will incorporate video tutorials and questions and answers.
- **Key Features:**
 - Comes with InKling
 - Did You Know? boxes make crucial points easy to understand
 - Each chapter concludes with 10-15 questions with answers
 - Easily accessible introduction to clinical anesthesia
 - Full color
- **About the Author:**
 - Paul Barash - Yale University School of Medicine, New Haven, CT, USA
- **Competition:**
 - Miller, Basics of Anesthesia 6e, Elsevier, \$93.95
 - Butterworth, Morgan and Mikhail's Clinical Anesthesiology, MH, \$93.00

Pub Date: April
Price: \$99.99
Illustrations:
Bundle: InKling
Markets:
Anesthesiologists,
Anesthesiology
Residents, Med Students,
CRNAs, SRNAs

Pino: Clinical Anesthesia Procedures of the Massachusetts General Hospital, 8e



- **About the Book:**

- Concise, telegraphic, and clinically relevant guidelines for anesthesia, perioperative care, critical care, and pain management. The book's organization mirrors the operative journey: Part 1, Evaluating the Patient Before Anesthesia; Part 2, Administration of Anesthesia; and Part 3, Perioperative Issues. All chapters will be revised by MGH faculty and residents. Videos will be incorporated into the ebook where appropriate; there will be procedural as well as tutorial clips.

- **Key Features:**

- Easy to follow outline format
- Full color format
- Multimedia-enhanced ebook
- Provides current, comprehensive, concise, consistent, and clinically relevant guidelines for anesthesia, perioperative care, critical care, and pain management
- Written by faculty and staff at world-renowned MGH

- **About the Author:**

- Richard Pino - Assoc. Prof. of Anaesthesia, MGH

- **Competition:**

- Duke/Anesthesia Secrets, 4e, Elsevier, \$59.95

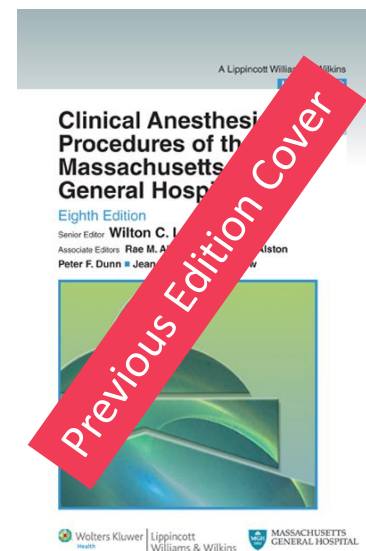
Pub Date: October

Price: \$64.99

Illustrations: TBD

Bundle: Inkling

Markets: Anesthesiology Residents, Anesthesiologists, Nurse Anesthetists



When you have to be right™

12/23/2014

Rosenblatt: Master Techniques in Upper and Lower Airway Management, 1e



- **About the Book:**

- Overcome the toughest airway challenges with Master Techniques in Upper and Lower Airway Management! Under the preeminent editorial guidance of William Rosenblatt, MD and Wanda Popescu, MD, a multitude of expert anesthesiologists guide you through all the ins and outs of managing difficult airways. This anesthesiology reference's case-based approach demonstrates the clinical applications of important principles.

- **Key Features:**

- Apply principles in practice by reviewing case histories that show concrete applications in the context of managing real patients. Then challenge your decision making with case-based questions and answers that delve into the details that lead to optimal outcomes.
- Master vital nuances of technique by watching a large collection of videos derived from more than 700 actual patients. There will be one video per chapter (157 chapters) upon publication and a bi-annual update program to the ebook will add videos over the first two years post-publication.

- **About the Author:**

- William Rosenblatt - Professor, Departments of Anesthesiology and Surgery, Yale University School of Medicine, New Haven, CT
- Wanda Popescu - Associate Professor, Department of Anesthesiology, Yale University School of Medicine, New Haven, CT

- **Competition:**

- Hagberg, Benumof and Hagberg's Airway Management, 3e, Elsevier, \$249
- Finucane, Principles of Airway Management, Springer, \$109

Pub Date: February

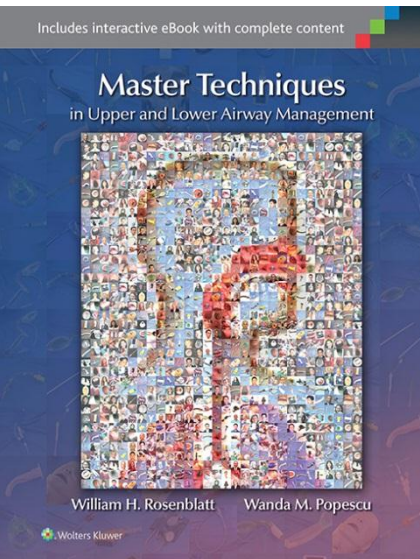
Price: \$129.99

Illustrations:

Bundle: InKling

Markets:

Anesthesiologists,
Anesthesiology residents,
nurse anesthetists



When you have to be right™

12/23/2014

A Practical Approach Series

- **Series Features**

- Depth of a textbook, combine with user friendly features of a handbook.
- Outline format for quick reference

- **Series Titles**

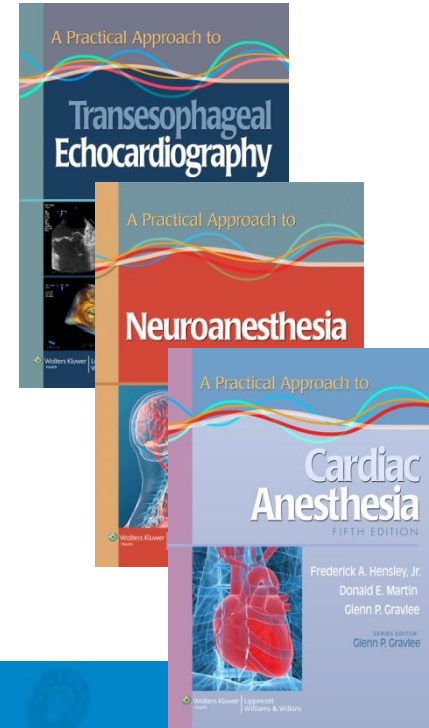
- Mulroy - A Practical Approach to Regional Anesthesia, 1e, May 2008
- Bucklin - A Practical Approach to Obstetric Anesthesia, 1e, September 2008
- Dorsch - A Practical Approach to Anesthesia Equipment, 1e, October 2010
- Hensley - A Practical Approach to Cardiac Anesthesia, 5e, October 2012
- Mongan - A Practical Approach to Neuroanesthesia, 1e, June 2013
- Perrino - A Practical Approach to Transesophageal Echocardiography, 3e, September 2013
- **Holzman - A Practical Approach to Pediatric Anesthesia, 2e, October 2015**

Price: \$99.99

Bundle: Inkling

Markets:

Anesthesiologists,
anesthesia residents,
CRNAs



Marcucci: Avoiding Common Anesthesia Errors, 2e



- **About the Book:**

- The Avoiding Common Errors series presents hard-earned clinical wisdom in an informal, easy-to-read style. Topics are covered in several pages and conclude with several suggested readings. It is a unique blend of patient safety information and evidence-based recommendations. Breaks topics into categories such as "Don't's," "Problem-Solving," "Special Cases," as well as basic and advanced topics. All subspecialties in the field are covered, including regional, obstetric, neuro, and cardiac anesthesia; airway management, critical care and pain medicine.

- **Key Features:**

- 30% new topics
- Covers the entire field
- Dispenses valuable clinical advice in easily digestible format
- Full color and Easy to read
- New section editors
- Topics are several pages long
- Written by experts including more CRNA and international authors

- **About the Author:**

- Catherine Marcucci - Assistant Professor of Anesthesiology, University of Maryland Medical System, Baltimore, MD

- **Competition:**

- Fleisher, Evidence-Based Practice of Anesthesiology, 3e, Elsevier, \$115
- Wachter, Understanding Patient Safety 2e, McGraw-Hill, \$43
- Agrawal, Patient Safety: A Case-Based Comprehensive Guide, Springer, \$59.99

Pub Date: October

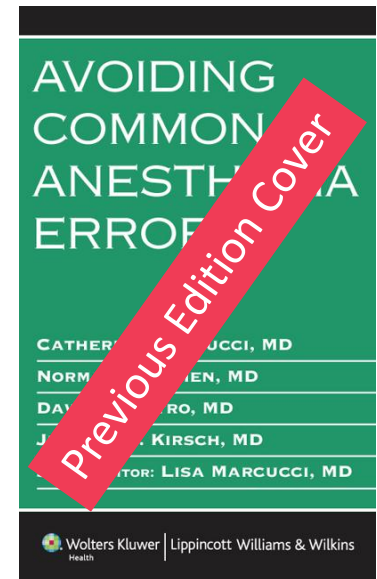
Price: \$69.99

Illustrations: 50

Bundle: Inklings

Markets:

Anesthesiologists, Nurse Anesthetists



When you have to be right™

12/23/2014

Medical Practice

Orthopaedics

When you have to be right™

Wiesel: Operative Techniques in Orthopedic Surgery, 2e



- **About the Book:**

- This title is a compendium of nearly every procedure performed in orthopaedic surgery. The relevant trauma or pathophysiology is explained briefly, as a necessary adjunct to what to do to correct it. The presentation is templated and extremely rich in graphics for easy reading and retention. Coverage is comprehensive, including all joints as well as sports medicine, pediatrics, orthopaedic oncology, and spine.

- **Key Features:**

- Includes new web-based version with easier navigation and search
- Comprehensive review of almost every procedure in orthopedic surgery
- Graphic-rich presentation aids in quick learning and better retention
- Over 50 new procedures in the 2e

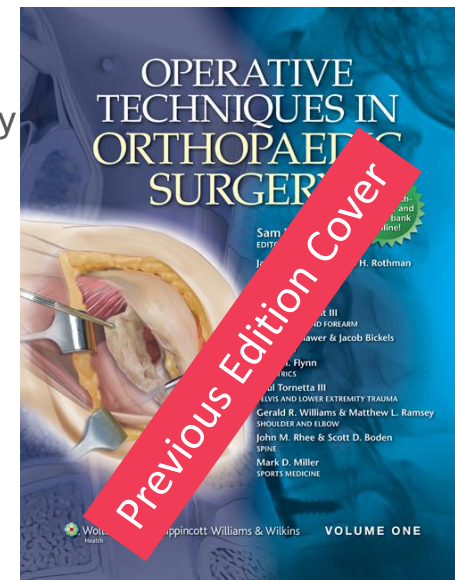
- **About the Author:**

- Samuel Wiesel - Department of Orthopaedic Surgery Georgetown University School of Medicine

- **Competition:**

- Canale, Campbell's Operative Orthopedics, Elsevier, \$635.00

Pub Date: June 2015
Price: \$599.99
Illustrations: 13000
Bundle: Health Library
Markets: Orthopaedic Surgeons, Orthopaedic residents



Master Techniques in Orthopaedic Surgery



Price: \$249.99
Bundle: Inkling
Markets: Orthopaedic Surgeons, Orthopaedic Residents

- **Series Features**

- Step by step surgical techniques outlined by joint and surgery type
- Reviews indications, contraindications, pitfalls, complications, & pearls for improving

- **Series Titles**

- Wiss - Master Techniques in Orthopaedic Surgery: Fractures, November 2012
- Kitaoka - Master Techniques in Orthopaedic Surgery: The Foot and Ankle, April 2013
- Lotke - Master Techniques in Orthopaedic Surgery: Knee Arthroplasty, December 2008
- Sim - Master Techniques in Orthopaedic Surgery: Orthopaedic Oncology and Complex Reconstruction, December 2011
- Jackson - Master Techniques in Orthopaedic Surgery: Reconstructive Knee Surgery, December '07
- Moran - Master Techniques in Orthopaedic Surgery: Soft Tissue Surgery, April 2008
- Fu - Master Techniques in Orthopaedic Surgery: Sports Medicine, December 2010
- Gelberman - Master Techniques in Orthopaedic Surgery: The Wrist, March 2012
- Craig - Master Techniques in Orthopaedic Surgery: The Shoulder, October 2012
- Zdeblick - Master Techniques in Orthopaedic Surgery: The Spine, November 2013
- Morrey - Master Techniques in Orthopaedic Surgery Elbow, September 2014
- **Berry - Master Techniques in Orthopaedic Surgery: The Hip, November 2015**
- **Morrey - Master Techniques in Orthopaedic Surgery: Exposures, November 2015**
- **Skaggs - Master Techniques in Orthopaedic Surgery: Pediatrics, November 2015**

Morrey - Master Techniques in Orthopaedic Surgery: Exposures, 2e

- **About the Book:**

- Correctly choosing and executing the exposure needed for a given procedure is one of the orthopedic surgeon's most important tasks, and one that residents work hard to master. This covers all areas of orthopedic surgery, presenting exposures for hand & wrist, forearm, elbow, humerus, shoulder, pelvis, hip & acetabulum, femur, knee, tibia & fibula, foot & ankle, & spine.

- **Key Features:**

- Additional exposures for minimally invasive procedures
- Heavily illustrated
- Improved color art program
- Substantial new content for elbow, hip, and knee
- Inkling eBook with video

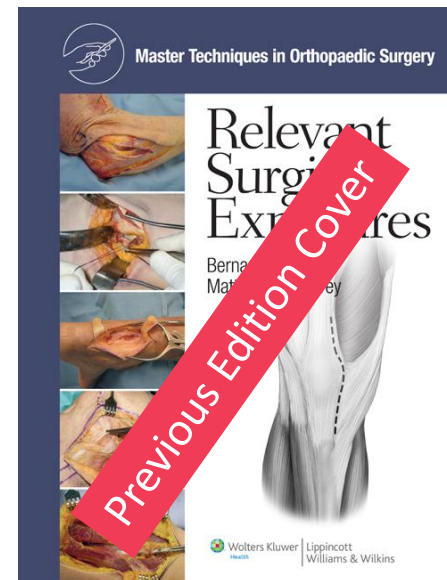
- **About the Author:**

- Bernard F. Morrey-Professor, Department of Orthopaedic Surgery, Mayo Clinic
- Matthew Morrey - Department of Orthopaedic Surgery, Mayo Clinic

- **Competition:**

- Miller, Orthopaedic Surgical Exposures 2e, 2014, \$219.00
- Tubiana, Atlas of Surgical Exposures of the Upper & Lower Extremities, CRC, \$240

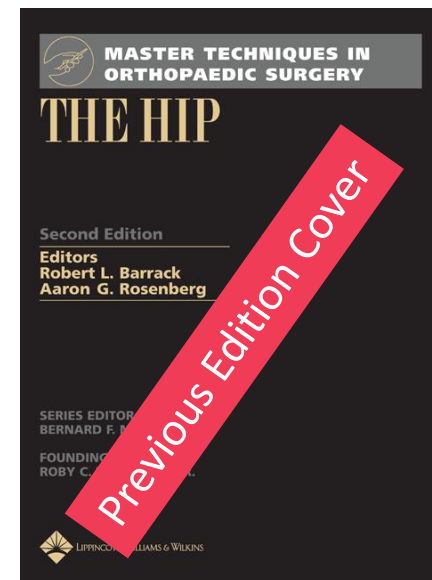
Pub Date: October
Price: \$249.99
Illustrations: 1400
Bundle: Inkling
Markets: Orthopaedic Surgeons, Orthopaedic residents



Berry - Master Techniques in Orthopaedic Surgery: The Hip, 3e

- **About the Book:**
- The third edition of Master Techniques in Orthopedic Surgery: The Hip will be extensively revised and will feature three new approaches and increased coverage of non-arthroplasty approaches, primary total hip arthroplasty, and revision total hip arthroplasty. There will also be new coverage of techniques to manage infection and osteolysis in total hip arthroplasty.
- **Key Features:**
 - Includes concise preoperative and postoperative sections
 - Step-by-step presentation of procedures
 - Written and edited by acknowledged masters
- **About the Author:**
 - Daniel Berry- Professor, Mayo Clinic, Rochester, Rochester MN
 - William Maloney-Elsbach-Richards Professor of Surgery, Stanford School of Medicine, Palo Alto CA
- **Competition:**
 - Waddell, Operative Techniques: Hip Arthritis Surgery, Elsevier, 2008, \$275.00
 - Glassman, Orthopaedic Knowledge Update: Hip and Knee Reconstruction, 2011, \$199.00
 - Berry, Surgery of the Hip 1e. Elsevier. 1 vol. \$395.00

Pub Date: November
Price: \$249.99
Illustrations: 1000
Bundle: InKling
Markets: Orthopaedic Surgeons, Orthopaedic residents



Skaggs - Master Techniques in Orthopaedic Surgery: Pediatrics, 2e

- **About the Book:**

- Pediatric orthopedics has become more operative and less dependent on casting, splinting, and rehabilitation. This edition will therefore expand to include 12 new chapters, including procedures for pediatric sports injuries. Coverage includes all major joints-shoulder, elbow, hand & wrist, hip, knee, foot and ankle, spine. There are also sections on trauma and cerebral palsy.

- **Key Features:**

- 2 new knee procedures: medial femoral patella ligament reconstruction and tibial spine
- 3 new hip procedures: surgical hip dislocation for SCFE, hip arthroscopy, and periacetabular osteotomy
- 6 new chapters of pediatric trauma procedures, including medial epicondyle fx, proximal humerus CRPP, distal radius fx, closed reduction and casting of forearm fx
- Includes concise preoperative and postoperative sections
- Step-by-step presentation of procedures
- Written and edited by acknowledged masters

- **About the Author:**

- David Skaggs - Vice Chief of Orthopaedic Surgery, Children's Hospital Los Angeles, Los Angeles, CA
- Mininder Kocher, Associate Director, Pediatric Sports Medicine, Boston Children's Hospital, Boston MA

- **Competition:**

- Abzug, Pediatric Orthopedic Surgical Emergencies, Springer, \$189
- Dormans, Core Knowledge in Orthopedics: Pediatric Orthopaedics, AAOS, \$142
- Kocher, Operative Techniques: Pediatric Orthopaedic Surgery, Elsevier, \$275.00
- Herring, Tachdjian's Pediatric Orthopaedics: 3-Vol, Elsevier, \$495

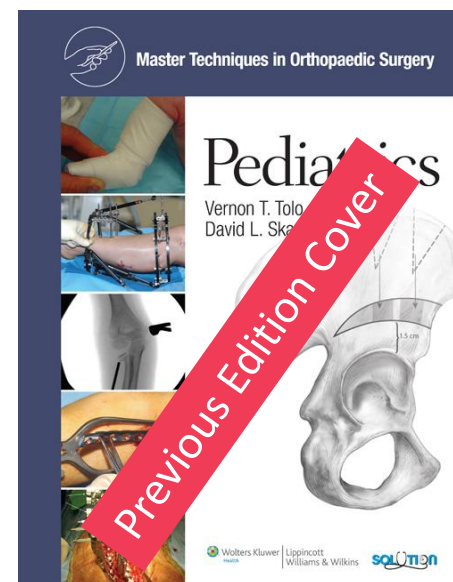
Pub Date: November

Price: \$249.99

Illustrations: 1000

Bundle: Inkling

Markets: Orthopaedic Surgeons, Orthopaedic residents



Boughanem: Pocket Orthopedics, 1e



- **About the Book:**
 - This new title in Pocket series covers the major subspecialty areas including shoulder, elbow, hand and wrist, hip, knee, foot and ankle. It is intended to provide a compact quick-reference covering relevant pathophysiology, diagnostic criteria, and glosses of medical and surgical treatment.
- **Key Features:**
 - Compact
 - Covers the entire field
 - Written in the traditional Pocket format—brief, telegraphic text, many tables, only essential illustrations.
- **About the Author:**
 - Jamal Boughanem - Department of Orthopaedic Surgery, Brigham & Women's Hospital
- **Competition:**
 - Brown - Orthopaedic Secrets, Elsever, \$49.95
 - Parvizi - High Yield Orthopaedics, Elsevier, \$69.95
 - Tetreault - Orthopaedics Made Ridiculously Simple, MedMaster, \$24.95
 - Ip - Orthopedic Principles: A Residents Guide, Springer, \$69.95
 - Sheth - Gowned and Gloved Orthopaedics, Elsevier, \$39.95

Pub Date: June 2015
Price: \$54.95
Illustrations:
Bundle: None
Markets: Orthopaedic Surgeons, Orthopaedic Residents

Medical Practice

Radiology

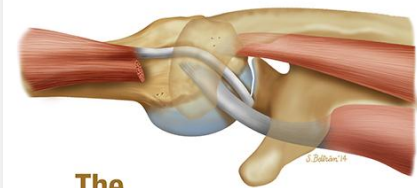
When you have to be right™

Stoller: Orthopaedics and Sports Medicine, 1e

- **Series Features:**
 - Over 25 years of research and experience into comprehensive volumes.
 - The most extensive cadaver MR correlation in the country
 - A new format of a bulleted text and image rich layout provides for rapid understanding and easy access.
 - Inclusive collection of orthopaedic pathoanatomy color illustrations
 - Detailed and comprehensive figure legends that not only describe an image, but provide information and novel concepts about a disorder.
 - Enhanced Edition comes with Inkling, Stoller Notes and Stoller Lecture Videos (2-4 hours)
- **Series Titles**
 - Stoller's Orthopaedics and Sports Medicine: The Shoulder: December 2014
 - **Stoller's Orthopaedics and Sports Medicine: The Knee: July 2015**
 - **Stoller's Orthopaedics and Sports Medicine: The Hip November 2015**
 - Stoller's Orthopaedics and Sports Medicine: The Wrist and Hand: July 2016
 - Stoller's Orthopaedics and Sports Medicine: The Elbow: November 2016
 - Stoller's Orthopaedics and Sports Medicine: The Foot and Ankle: July 2017
- **About the Author:**
 - David Stoller - National Director, Orthopaedic and Musculoskeletal Imaging, RadNet; Medical Director, Orthopaedic and Musculoskeletal Imaging, Beverly Radiology—Northern California, San Francisco, California; Affiliate Member, American Shoulder and Elbow Surgeons

Price: \$329.99 (Print)
\$479.99 (Enhanced)
Bundle: Print Only and
Enhanced Edition
Market: Radiologists and
Orthopaedics

STOLLER'S
Orthopaedics and Sports Medicine



**The
SHOULDER**

David W. Stoller
Illustrations by Salvador Beltran

Wolters Kluwer

Core Review Series



- **Series Features**

- New ABR certification process requires a Core Exam to be taken after the third year.
- Core Review Series is the first and only reference specifically designed for the new exam.
- Will cover all sections of the Core Exam, each section in one book
- Each book contains 300 Q&A and explanations of incorrect answers
- All books, except Breast Imaging, come with Inkling version with all Q&A

- **Series Titles**

- Shah - Breast Imaging: A Core Review, December 2013
- Spicer - Musculoskeletal Imaging: A Core Review, August 2014
- **Davenport - Genitourinary Imaging: A Core Review, January 2015**
- **Hobbs - Thoracic Imaging: A Core Review, September 2015**
- **Hsu - Cardiac Imaging: A Core Review, September 2015**
- **Vattipally - Neuroradiology-A Core Review, November 2015**
- **Shah - Nuclear Medicine: A Core Review, November 2015**
- Stadtlander - Vascular Interventional Radiology: A Core Review, March 2016
- Hsu - Gastrointestinal Radiology: A Core Review, April 2016
- Lewis - Radiology Physics and Safety: A Core Review, May 2016
- Shrestha - Ultrasound: A Core Review, February 2017
- Blumer - Pediatric Radiology: A Core Review, April 2017

- **Competition:**

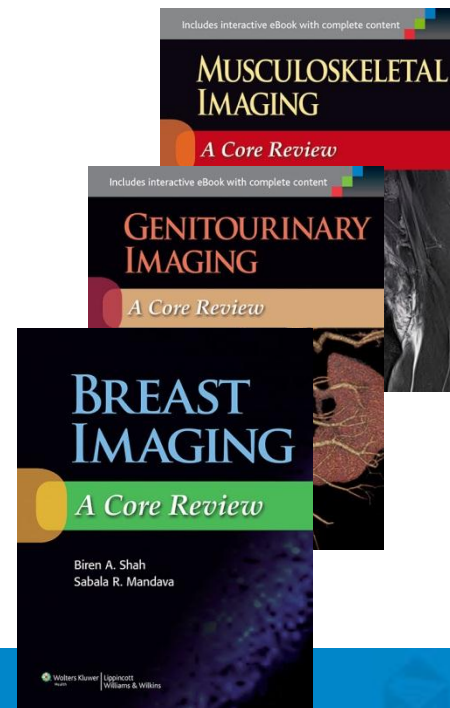
- Crack The Core Exam, Create Space Independent Publishers, \$50

Price: \$59.99

Illustrations:

Bundle: Inkling (except Breast Imaging)

Markets: Radiology Residents, Radiologists



When you have to be right™

12/23/2014

The Essentials Series

- **Series Features**

- Comprehensive review of each subspecialty in standard format that can be read during a four week rotation
- Follows format of popular Collins/Chest Radiology: The Essentials
- Maximizes interpretive skills by teaching pattern recognition
- Multiple choice questions at the end of every chapter and extensive self-review chapter

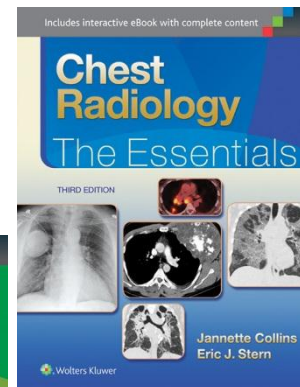
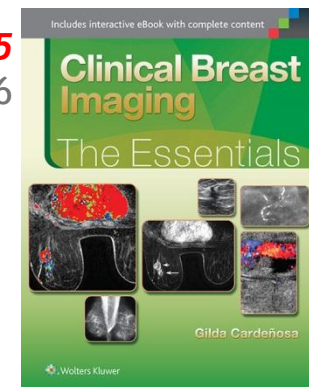
- **Series Titles**

- Collins - Chest Radiology: The Essentials, November 2014
- Cardenosa - Clinical Breast Imaging: The Essentials, September 2014
- **Carrino - Musculoskeletal Radiology: The Essentials: July 2015**
- **Kanne - Quality and Safety in Medical Imaging: The Essentials, October 2015**
- **Sanelli - Neuroimaging: The Essentials, October 2015**
- **Iyer - Pediatric Radiology: The Essentials, November 2015**
- Singh - Gastrointestinal Radiology: The Essentials, March 2016
- Jadvar - Nuclear Radiology: The Essentials, November 2017

- **Competition:**

- Requisites in Radiology, Elsevier, \$99.99 - \$109.99

Price: \$110.99
Bundle: InKling
Markets: Radiologists,
Radiology Residents



Medical Practice

Pathology

When you have to be right™

Mills: Sternberg's Diagnostic Surgical Pathology, 6e



- **About the Book:**

- 2-volume reference - comprehensive and authoritative reference on major topics in Surgical Pathology; sells to residents and practitioners; purchased later in residency or at the start of practice
- Visually stunning and thoroughly updated - sets the standard for DDx of surgical specimens; focus on DDx (key difference from Rosai's)
- Offering the latest on currently known diseases, it presents advanced diagnostic techniques from experts - pathologists who provide authoritative guidance on diagnostic evaluation of all types of specimen from every anatomic site

- **Key Features:**

- Visualizes nearly every specimen a Pathologist is likely to see - more than 4,000 full-color images, each color-balanced to improve image quality.
- Practical, real-world help on diagnostic problems and pitfalls from the text that has emphasized a hands-on focus from the very first edition.
- Significant updates in key areas: new molecular and immunohistochemical markers for diagnosis and prognosis of neoplasia, improved classification systems for diagnosis and prognosis, the role of pathology in new diagnostic and therapeutic techniques and the recognition of new entities or variants of entities.
- Keep abreast of updated WHO terminology regarding tumor diagnosis.

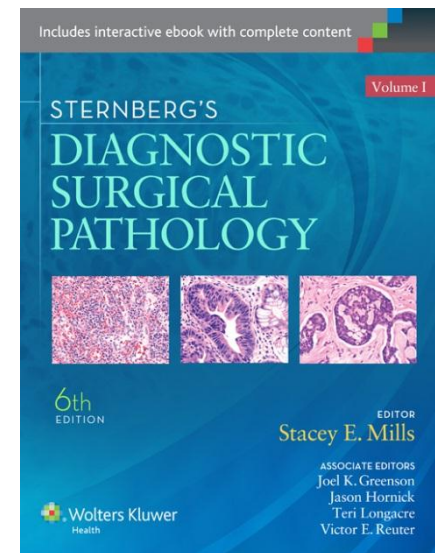
- **About the Author:**

- Stacey E. Mills - University of Virginia Health Sciences Department of Pathology

- **Competition:**

- Rosai/Rosai and Ackerman's Surgical Pathology, 10e, Mosby, \$459

Pub Date: February
Price: \$489.99
Illustrations: 4773
Bundle: InKling
Markets: Pathologists,
Pathology Residents



When you have to be right™

12/23/2014

Biopsy Interpretation Series

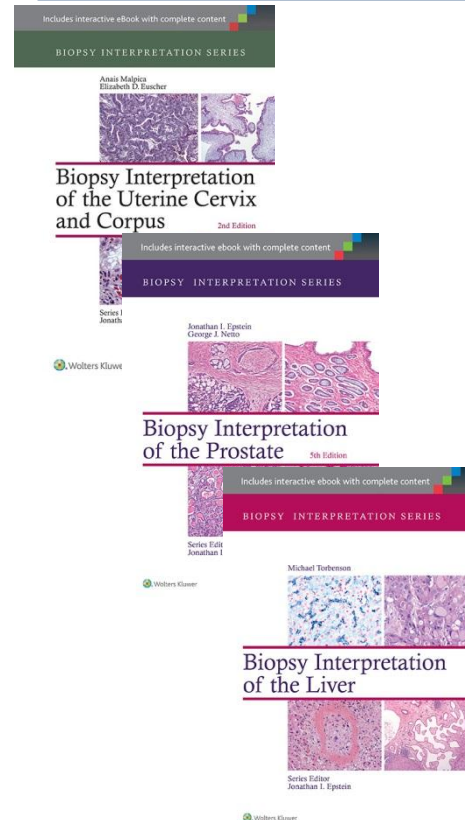
• Series Features

- Meant to be used as reference texts during diagnosis
- Provides practical, straightforward, easily accessible information on the fundamentals of
- Surgical Pathology
- Wide coverage - 16 titles in total
- Each book covers a different area and comes with an electronic component containing
- additional eFigures and 50 multiple choice questions

• Series Titles

- Boerner - Biopsy Interpretation of the Thyroid, November 2009
- Fisher - Biopsy Interpretation of Soft Tissue Tumors, November 2010
- Epstein - Biopsy Interpretation of the Bladder, 2nd Edition, June 2010
- Schniederjan - Biopsy Interpretation of the Central Nervous System, May 2011
- Montgomery-Biopsy Interpretation of the Gastrointestinal Tract Mucosa—Volume 1:Non-Neoplastic, November '11
- Crowson - Biopsy Interpretation of the Skin: Primary Non-Lymphoid Neoplasms of the Skin, July 2010
- Stelow - Biopsy Interpretation of the Upper Aerodigestive Tract and Ear, July 2012
- Suster - Biopsy Interpretation of the Lung, September 2012
- Montgomery - Biopsy Interpretation of the Gastrointestinal Tract Mucosa—Volume 2: Neoplastic, May 2012
- Schnitt - Biopsy Interpretation of the Breast, October 2012
- Taxy - Biopsy Interpretation: The Frozen Section, December 2013
- Husain - Biopsy Interpretation: Pediatric Lesions, June 2014
- Torbenson - Biopsy Interpretation of the Liver, August 2014
- Epstein - Biopsy Interpretation of the Prostate, August 2014
- **Malpica - Biopsy Interpretation of the Uterine Cervix and Corpus, February 2015**
- **Fisher - Biopsy Interpretation of Soft Tissue Tumors, October 2015**

Series Price: \$169.99
Bundle: Inking
Markets: Pathologists
and Pathology Residents



Differential Diagnoses in Surgical Pathology Series



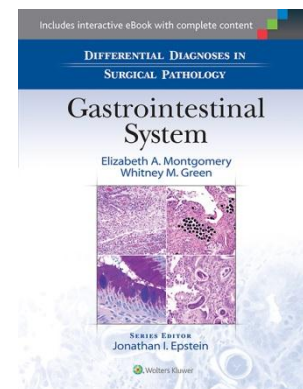
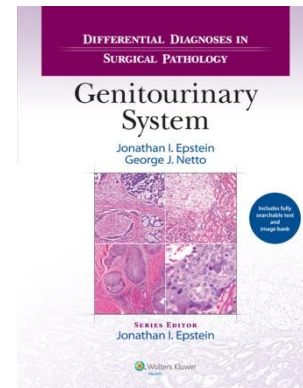
- **Series Features**

- Guide to making the correct diagnosis between commonly confused entities with side by side comparisons that include pathological and clinical findings in succinct detail together with expert instruction.
- Unique format - brief text in table format followed by corresponding images for immediate answers and guidance.
- Most commonly recurring entities in Surgical Pathology along with select rarer entities

- **Series Titles**

- Epstein - Differential Diagnoses in Surgical Pathology: Genitourinary System, March 2014
- **Montgomery - Differential Diagnoses in Surgical Pathology: Gastrointestinal Tract, February 2015**
- **Simpson - Differential Diagnoses in Surgical Pathology: The Breast, September 2015**
- Achcar - Differential Diagnoses in Surgical Pathology: Pulmonary Pathology, March 2016
- Westra - Differential Diagnoses in Surgical Pathology: Head & Neck, July 2016
- Montgomery - Differential Diagnosis in Surgical Pathology: Soft Tissue, '17
- Vang - Differential Diagnosis in Surgical Pathology: OB/GYN, 2017
- TBD - Differential Diagnosis in Surgical Pathology: Skin, TBD
- TBD - Differential Diagnosis in Surgical Pathology: Liver and Biliary Tract: TBD

Price: \$169.99
Bundle: Inkling
Markets: Pathologists,
Pathology Residents



When you have to be right™

12/23/2014

Advances in Surgical Pathology Series



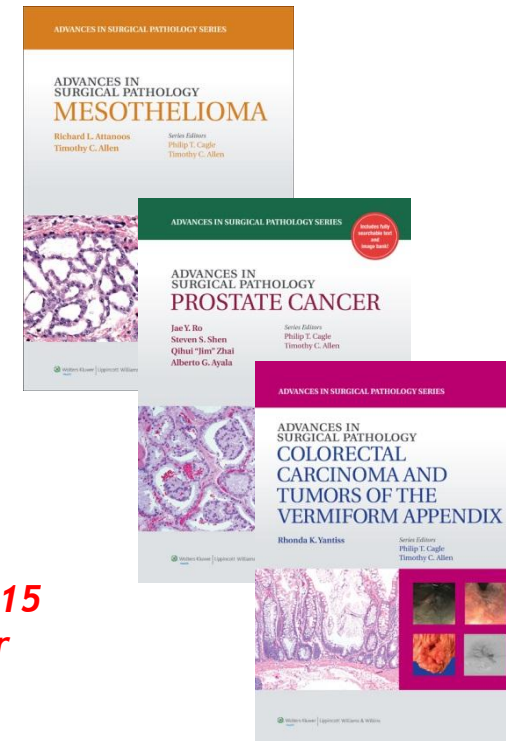
- **Series Features**

- Quick review books focused on the recent developments in Surgical Pathology
- Resources for the timely updates in knowledge that are necessary for daily practice, current credentialing, and self-assessment modules for recertification.

Price: \$149.99
Bundle: InKling
Markets: Pathologists,
Pathology Residents

- **Series Titles**

- Cagle - Advances in Surgical Pathology: Lung Cancer, November 2010
- Tan - Advances in Surgical Pathology: Gastric Cancer, February 2011
- Sienko - Advances in Surgical Pathology: Endometrial Cancer, March 2012
- Ro - Advances in Surgical Pathology: Prostate Cancer, April 2012
- Attanoos - Advances in Surgical Pathology: Mesothelioma, September 2013
- Yantiss - Advances in Surgical Pathology: Colorectal Carcinoma and Tumors of the Vermiform Appendix, October 2013
- **Rivera - Advances in Surgical Pathology: Brain Cancer, June 2015**
- **Hameed - Advances in Surgical Pathology: Breast Cancer, June 2015**
- **Zhai - Advances in Surgical Pathology: Bladder Cancer, September 2015**



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12/23/2014

Medical Practice

Critical Care

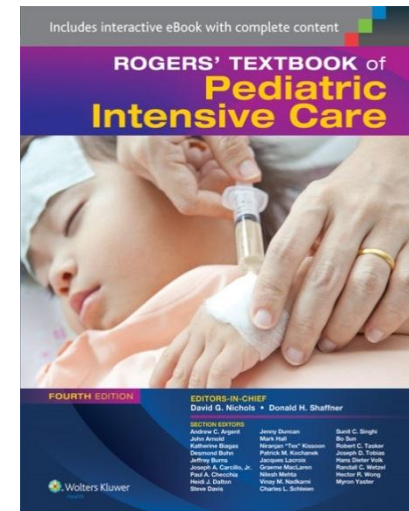
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Shaffner: Rogers' Textbook of Pediatric Intensive Care, 5e



- **About the Book:**
 - The Rogers textbook has been the gold standard in pediatric intensive care through four editions. For this edition, it will be transformed into a full color text, and it will continue its tradition of clearly explaining both the principles underlying pediatric critical care disease and trauma and how these principles are applied in clinical practice.
- **Key Features:**
 - Comprehensive
 - Integrates basic science and clinical utility
 - The Rogers brand
 - Worldwide editorial and authorial representation
- **About the Author:**
 - Donald Shaffner - Department of Anesthesiology and Critical Care Medicine The Johns Hopkins University School of Medicine, Baltimore MD
- **Competition:**
 - Wheeler, Pediatric Critical Care Medicine, 2e, Springer, \$486
 - Fuhrman, Pediatric Critical Care, 4e, Elsevier, \$309

Pub Date: October
Price: \$304.99
Illustrations: 762
Bundle: Inkling
Markets: Critical Care, Pediatric Critical Care



Medical Practice

General Surgery

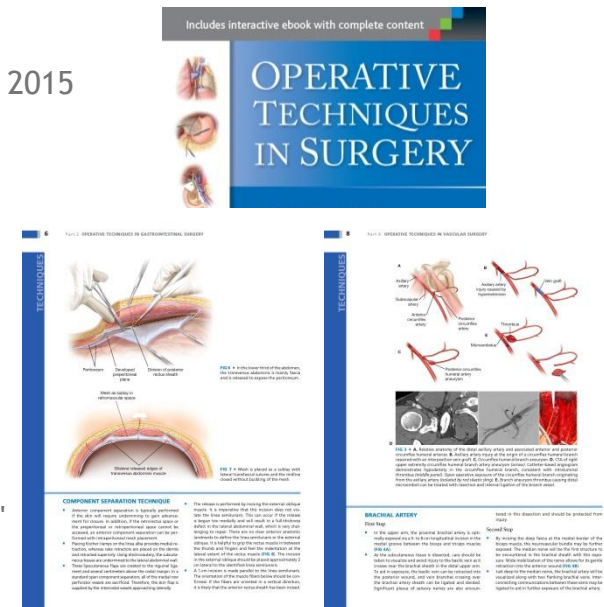
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Operative Techniques in Surgery Volumes, 1st editions



- **Key Features**
 - Concise, bulleted step by step surgery book takes readers through each technique pointing out what to look for and how to proceed.
- **Full Book**
 - Mulholland - Operative Techniques in Surgery, December 2014
 - Englesbe - Operative Techniques in Transplantation Surgery, December 2014,
- **Separate Volume Titles**
 - Hughes-Operative Techniques in Hepato-Pancreato-Biliary Surgery, June '15
 - Sabel-Operative Techniques in Breast, Endocrine, & Oncologic Surgery, June '15
 - Albo - Operative Techniques in Colon and Rectal Surgery, June 2015
 - Hawn - Operative Techniques in Foregut Surgery, June 2015
 - Hawn - Operative Techniques in Thoracic and Esophageal Surgery, June 2015
 - Dalman - Operative Techniques in Vascular Surgery, June 2015
- **Competition:**
 - Scott-Conner, Chassin's Op Strategy in Gen Surgery, 4e, Springer, \$349
 - Zollinger, Zollinger's Atlas of Surgical Operations, 9e, Elsevier, \$279
 - Townsend, Atlas of General Surgical Techniques, 1e, Elsevier, \$220
- **Reviews:**
 - Amazon: 'my go-to resource to learn about new procedures & refresh my memory about procedures I haven't done in a while
 - Doodys: 'completely new book for a new surgical world, and for a new way of accessing information' 'Fortunate trainees who are given this book early in their career will find that it essentially "grows with them"

Price
-Mulholland: \$399.99
-Englesbe : \$299.99
-Volume: \$249.99
Bundle: Inking
Markets: Surgeons, Surgery Residents, Fellows, Specialty surgeons



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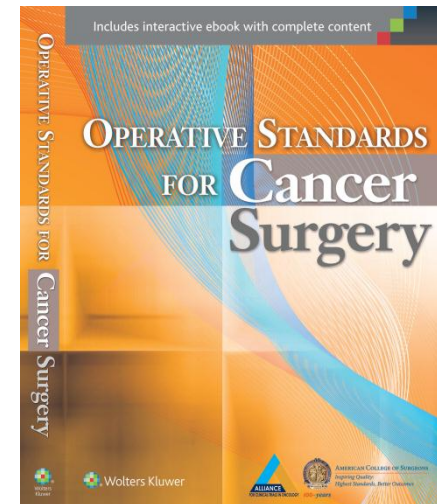
12/23/2014

American College of Surgeons: Operative Standards for Cancer Surgery, 1e



- **About the Book:**
 - Inspired by the AJCC cancer staging standards, the American College of Surgeons and the Alliance for Clinical Trials in Oncology have partnered to create a one of a kind oncology surgical standards reference. The text and illustrations are used to describe the technical elements that are considered critical to the proper conduct of a cancer operation to ensure best practices and optimal oncologic outcomes.
- **Key Features:**
 - First book of its kind
 - Focuses on the surgical activities that occur between skin incision and skin closure that directly affect cancer outcomes
 - Provides the best evidence available in the literature in support of specific surgical oncology techniques
 - First edition covers 4 disease sites: breast, lung, pancreas, and colon
- **About the Author:**
 - American College of Surgeons Clinical Research Program and the Alliance for Clinical Trials in Oncology are the founding/sponsoring organizations of the manual
 - Approximately 125 contributors from institutions across North America are representatives of 16 liaison organizations such as the Society of Surgical Oncology, the National Cancer Institute of Canada, and the American Society of Breast Surgeons

Pub Date: May
Price: \$79.99
Illustrations: 120
Bundle: Inkling
Markets: Surgeons,
Oncologic Surgeons,
Surgery Residents



Master Techniques in Surgery Series



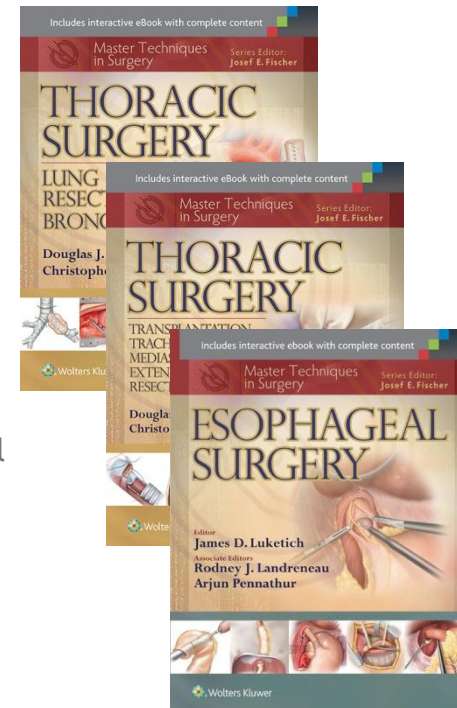
- **Series Features:**

- Presents common and advanced procedures in the major subspecialties of general surgery. Each book is lavishly illustrated with full color drawings and takes readers through procedures step by step. Each procedure includes indications and contraindications, preoperative planning, outcomes, complications, and follow up.

- **Series Titles**

- Bland - Master Techniques in Surgery: Breast Surgery, December 2010
- Wexner - Master Techniques in Surgery: Colon and Rectal Surgery: Abdominal Operations, December 2011
- Wexner - Master Techniques in Surgery: Colon and Rectal Surgery: Anorectal Operations, December 2011
- Nusbaum - Master Techniques in Surgery: Gastric Surgery, September 2012
- Jones - Master Techniques in Surgery: Hernia, September 2012
- Lillemoe - Master Techniques in Surgery: Hepatobiliary & Pancreatic Surgery, September '12
- Luketich - Master Techniques in Surgery: Esophageal Surgery, May 2014
- Mathisen - Master Techniques in Surgery: Thoracic Surgery: Lung Resections, Bronchoplasty, December 2014
- Mathisen - Master Techniques in Surgery: Thoracic Surgery: Transplantation, Tracheal Resections, Mediastinal Tumors, Extended Thoracic Resections, December '14
- *Darling - MTS: Vascular Surgery: Arterial Procedures, September 2015*
- *Darling - MTS: Vascular Surgery: Hybrid, Venous, & Ancillary Procedures, September 2015*
- *Mack/Grover - MTS Cardiac Surgery, October 2015*

Series Price: \$259.99
Bundle: Solution Sites/Inkling
Markets: Surgeons, Subspecialists, Fellows



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12/23/2014

Darling: Master Techniques in Surgery: Vascular Surgery: Arterial Procedures, 1e



- **About the Book:**
 - Covers open procedures in 28 chapters on Supraaortic Trunks, Thoracic Artery, Visceral Aorta, Abdominal Aorta, and Peripheral Arteries, and there will be a 16 chapter section on endovascular procedures.
- **Key Features:**
 - All new color art
 - Authors are acknowledged masters
 - Procedurally focused on key specialties within general surgery
 - Procedures explained and illustrated in detail
 - Inkling eBook contains fully searchable text and video
- **About the Author:**
 - R. Clement Darling, President, The Vascular Group, Albany, NY
 - C. Keith Ozaki, Assoc. Prof, Brigham and Women's, Boston, MA
- **Competition:**
 - Hallett/Comprehensive Vascular and Endovascular Surgery, 2e Mosby, \$325
 - Cronenwett/Rutherford's Vascular Surgery, 8e, Saunders, \$409
 - Almeida/Atlas of Endovascular Venous Surgery, 1e, Saunders, \$299

Pub Date: September
Price: \$259.99
Illustrations: 550
Bundle: Inkling
Markets: Surgeons,
Vascular Surgery
Residents, Vascular
Surgeons

Darling: Master Techniques in Surgery: Vascular Surgery: Hybrid, Venous, and Ancillary Procedures, 1e



- **About the Book:**
 - Covers in 30 chapters Hybrid, Venous, Dialysis Access, Thoracic Outlet, and Lower Extremity Procedures.
- **Key Features:**
 - All new color art
 - Authors are acknowledged masters
 - Procedurally focused on key specialties within general surgery
 - Procedures explained and illustrated in detail
 - Inkling eBook contains fully searchable text and video
- **About the Author:**
 - R. Clement Darling, President, The Vascular Group, Albany, NY
 - C. Keith Ozaki, Assoc. Prof, Brigham and Women's, Boston, MA
- **Competition:**
 - Hallett/Comprehensive Vascular and Endovascular Surgery, 2e Mosby, \$325
 - Cronenwett/Rutherford's Vascular Surgery, 8e, Saunders, \$409
 - Almeida/Atlas of Endovascular Venous Surgery, 1e, Saunders, \$299

Pub Date: September
Price: \$259.99
Illustrations: 500
Bundle: Inkling
Markets: Surgeons,
Vascular Surgeons,
Vascular Surgery
Residents

Mack/Grover: Master Techniques in Surgery: Cardiac Surgery, 1e



- **About the Book:**
 - Covers Primary Aortic Valve Surgery, Ascending Aortic Surgery, Thoracic Aortic Surgery, Mitral Valve Procedures, Tricuspid Valve Procedures, Cardiovascular Trauma, Myocardial Revascularization Procedures, Surgery of the Left Ventricle, Coronary Artery Anomalies in Adults, Pericardial Surgery, Cardiothoracic Transplantation, Cardiac Assist Devices, Electrophysiology Procedures, and other Cardiac Procedures.
- **Key Features:**
 - Each chapter follows a consistent template
 - Each technique written by an established master in the field
 - Focused on procedures
 - Full color art program
 - Inkling eBook will contain the full text and procedural videos
- **About the Author:**
 - Frederick Grover - Prof. of Surgery, U Colorado
 - Michael Mack - Director of Research, Baylor Healthcare System, Medical Director of Surgery, Heart Hospital Baylor Plano, Dallas TX
- **Competition:**
 - Cohn/Cardiac Surgery in the Adult, 4e, MGH, \$326
 - Sellke/Atlas of Cardiac Surgical Techniques, 1e, Elsevier, \$315
 - Doty/Cardiac Surgery: Operative Technique, 2e, Elsevier, \$279

Pub Date: October
Price: \$299.99
Bundle: Inkling
Markets: Cardiac Surgeons and Cardiac/Cardiothoracic Surgery Fellows

Medical Practice

Otolaryngology

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Master Techniques in Otolaryngology - Head and Neck Surgery Series



Series Features

- Covers common and advanced procedures with a focus on “how to do it”
- Appeals for both the specialist and general otolaryngologist
- Step-by-step instructions with extensive illustrations and photographs
- Layout is similar to Master Techniques in Surgery and Orthopaedics
- Series Editor - Eugene Myers, MD

Series Titles

- Ferris - Head and Neck Surgery: Volume 1: Larynx, Hypopharynx, Oropharynx, Oral Cavity and Neck, December 2013
- Ferris - Head and Neck Surgery: Volume 2: Thyroid, Parathyroid, Salivary Glands, Paranasal Sinuses and Nasopharynx, December 2013
- Genden - Reconstructive Surgery, July 2014
- Snyderman - Skull Base Surgery, December 2014
- Kennedy - Rhinology, September 2015**
- Larrabee - Facial Plastic Surgery, September 2015**
- Roland - Otolaryngology and Lateral Skull Base Surgery, November 2016

Price: \$249.99
Bundle: InKling
Markets: Otolaryngologists, Residents, other Surgeons. Plastic & Neuro for specific books

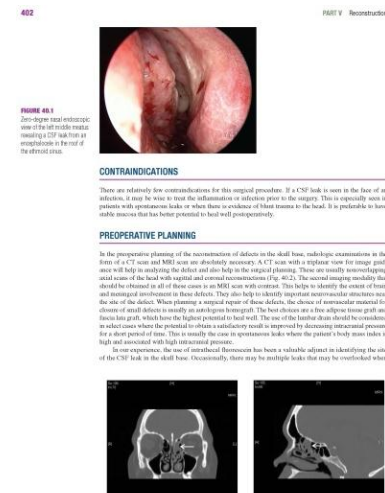
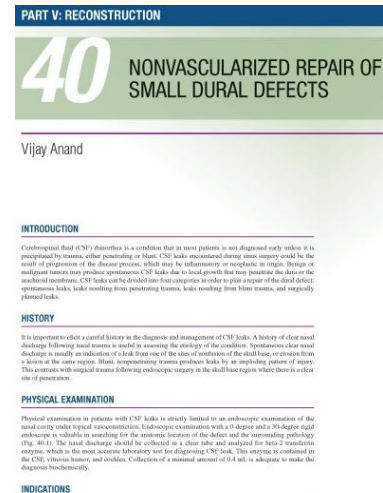


FIGURE 40.1 Endoscopic endonasal view of the left middle turbinate showing a CSF leak from a meningocele in the roof of the ethmoid sinus.

CONTRAINDICATIONS
 There are relatively few contraindications for this surgical procedure. If a CSF leak is seen in the face of an infection, it may be wise to treat the inflammation or infection prior to the surgery. This is especially so in patients with spontaneous leaks or when there is evidence of blunt trauma to the head. It is preferable to have stable sinuses that has been previously treated postoperatively.

PREOPERATIVE PLANNING
 In the preoperative planning of the reconstruction of defects on the skull base, radiologic examinations of the form of a CT scan and MRI scan are absolutely necessary. A CT scan with a routine scan for sinus guidance will help in analyzing the defect and also help in the surgical planning. There are usually interrelating axial scans of the skull with sagittal and coronal reconstructions (Fig. 40.2). The second imaging modality that should be obtained in all of these cases is an MRI scan with contrast. This helps to identify the extent of brain and meningeal involvement in these defects. They also help to identify important neurovascular structures near the site of the defect. When planning a surgical repair of these defects, the choice of nonvascular material for closure of small defects is usually an autologous free flap. The best choices are a free jejunal transverse gut and fascia lata graft, which have the highest potential to heal well. The use of the latissimus should be considered in selected cases when the potential to obtain a satisfactory result is improved by decreasing intraaxial pressure for a short period of time. This is usually the case in spontaneous leaks where the patient's body mass index is high and associated with high intracranial pressure.

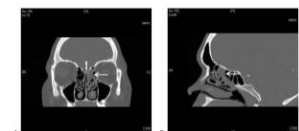


FIGURE 40.2 Coronal (A) and sagittal (B) CT scan of the skull base showing a CSF leak from an meningocele (arrow) of the left lateral sphenoid sinus and the roof of the ethmoid sinus.

INTRODUCTION
 Craniofacial (CF) dysmorphism is a condition that in most patients is not diagnosed early unless it is precipitated by trauma, either penetrating or blunt. CSF leaks associated during sinus surgery could be the result of progression of the disease process, which may be inflammatory or idiopathic in origin. Large- or medium-sized tumors may produce spontaneous CSF leaks due to local growth that may penetrate the dura or the meningeal membrane. CSF leaks can be divided into four categories in order to plan a repair of the dural defect: spontaneous leaks, leaks resulting from penetrating trauma, leaks resulting from blunt trauma, and surgically planned leaks.

HISTORY
 It is important to elicit a careful history in the diagnosis and management of CSF leaks. A history of clear nasal discharge following nasal trauma is useful in assessing the etiology of the condition. Spontaneous clear nasal discharge is usually an indication of a leak from one of the sites of outflow of the skull base, or extension from a lesion at the same region. Blunt, penetrating trauma produces leaks by an impinging pattern of injury. This contrasts with surgical trauma following endoscopic surgery in the skull base region where there is a clear site of penetration.

PHYSICAL EXAMINATION
 Physical examination in patients with CSF leaks is strictly limited to an endoscopic examination of the nasal cavity under topical vasoconstriction. Endoscopic examination with a 30-degree rigid endoscope is valuable in searching for the anatomic location of the defect and the underlying pathology (Fig. 40.1). The nasal discharge should be collected in a clear tube and analyzed for beta-2 transferrin enzyme, which is the most sensitive laboratory test for diagnosing CSF leak. This enzyme is contained in the CSF, vitreous humor, and oculars. Collection of a minimal amount of fluid is adequate to make the diagnosis biochemically.

INDICATIONS
 All dural defects associated with CSF leaks should be surgically closed in order to prevent meningitis or infection, which otherwise will occur.

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12/23/2014

Medical Practice

Oncology

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DeVita, Hellman, and Rosenberg's Cancer: Principles & Practice of Oncology, 10e



About the Book:

- Effective strategies for managing every type of cancer by stage of presentation - discussing the role of all appropriate therapeutic modalities as well as combined-modality treatments.

Key Features:

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- Advice from leading medical, surgical, and radiation oncologists in each major treatment chapter
- Molecular biology knowledge for each type of cancer and implications for improved mgmt.

About the Author:

- Vincent T. DeVita Jr. MD - Yale School of Public Health Yale School of Medicine Amy and Joseph Perella Professor of Medicine, New Haven, Connecticut
- Steven A. Rosenberg MD, PhD - Chief of Surgery, National Cancer Institute, National Institutes of Health; Professor of Surgery, Uniformed Services University of the Health Sciences School of Medicine, Bethesda, MD; Professor of Surgery, George Washington University School of Medicine, Washington, DC
- Theodore S. Lawrence PhD, MD - Univ. of Michigan, Isadore Lampe Professor and Chair, Department of Radiation Oncology, Ann Arbor, Michigan

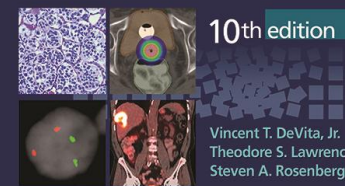
Pub Date: December
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Illustrations:
Bundle: HealthLibrary
Markets: medical oncologists, surgical oncologists, radiation oncologists, oncology/hematology fellows

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12/23/2014

Govindan: Washington Manual of Oncology, 3e

About the Book:

- Quick and reliable information on the latest guidelines for cancer management
- Authoritative treatment recommendations from experts at Washington Univ.

Key Features:

- Greater emphasis on diagnosis, genome sequencing, and targeted therapies
- New chapters on Genome Sequencing, Personalized Therapies, Endocrine Tumors, Myelodysplastic Syndromes, Anti-emesis and Survivorship

About the Author:

- Ramaswamy Govindan, MD - Dept. of Medical Oncology, Washington Univ.
- Daniel Morgensztern, MD—Dept. of Medical Oncology, Washington Univ.

Competition:

- Caddigy: Handbook of Oncology, Oxford, 2010, \$70
- Hastings: Handbook of Pediatric Hematology and Oncology, Wiley, 2012, \$69

WHK Related Titles:

- Abraham: Bethesda Handbook of Oncology, 4e, 2014
- Casciato: Manual of Clinical Oncology, 7e, 2013
- Drilon: Pocket Oncology, 2014

Pub Date: May

Price: \$69.99

Illustrations: 11

Bundle: InKling

Markets:

oncology/hematology
practitioners and
fellows

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Pizzo: Principles & Practice of Pediatric Oncology, 7e



About the Book:

- Comprehensive review of multiple disciplines that make up the care and research agendas for children with cancer, covering biology, genetics, diagnosis, treatment, long-term management of patients with cancer
- Discusses fundamentals of principles of supportive care, psychosocial aspects of support for patients and families.

Key Features:

- Cancer biology, genetics, immunology specifics, in addition to the multi-modality approach to treatment
- Internationally recognized leaders in the field

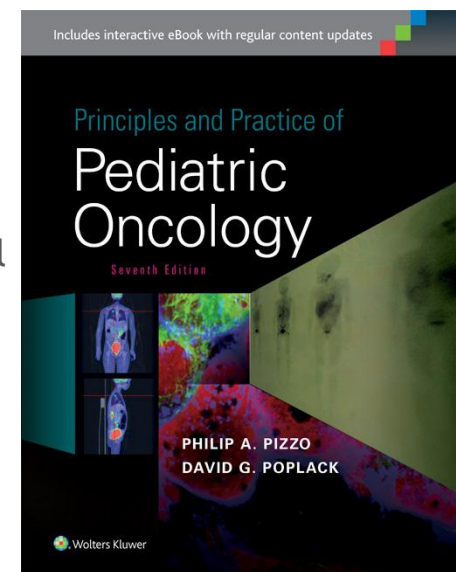
About the Author:

- Philip Pizzo, MD - David and Susan Heckerman Professor of Pediatrics and of Microbiology and Immunology. Former Dean, Stanford Univ. School of Medicine, Founding Director, Stanford Distinguished Careers Institute
- David Poplack, MD - Texas Children's Cancer Center, Texas Children's Hospital

Competition:

- Lanzkowsky: Manual of Pediatric Hematology and Oncology, Elsevier, 2010, \$160
- Orkin: Oncology of Infancy and Childhood, Elsevier, 214, \$425

Pub Date: August
Price: \$369.99
Illustrations:750
Bundle: InKling
Markets: oncology fellows and practitioners, hematologists



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Medical Practice

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Key Features:

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About the Author:

- Malcom Thaler, MD - New York

Competition:

- Dubin: Rapid Interpretation of EKG's - 2000

WK Related Titles:

- Wagner: Marriott's Practical Electrocardiography, 2013
- Mardindale: Rapid Interpretation of ECG's in EM, 2012
- ECG Interpretation Made Incredibly Easy, 2012

Pub: February

Price: \$64.99

Illustrations: 221

Bundle: Inkling

Markets: internal medicine, family medicine, cardiology, residents, PA, NP, medical, PA and nursing schools, clerkship and internships

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Wolters Kluwer

Malcolm S. Thaler

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Medical Practice

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Bachur & Shaw: Fleisher & Ludwig's Textbook of Pediatric Emergency Medicine, 7e



About the Book:

- Defines many treatments, testing modalities, procedural techniques and approaches to pediatric emergency medicine

Key Features:

- New editorial board; reorganized TOC
- Content tailored to accommodate RN and physicians working in teams
- Templated chapters focusing on evidence-based diagnosis and management
- Learning links - tailor content for nursing considerations
- Color format with links to CHOP pathways and additional content (such as resources, videos, etc.)

About the Author:

- Kathy N. Shaw, MD, MSCE - Division Chief and Director, Emergency Medical Services, EM Attending Physician, The Children's Hospital of Philadelphia
- Richard Bachur, MD - Chief of the Division of Emergency Medicine, Boston Children's Hospital, and Associate Professor, Harvard Medical School

Competition:

- Marx: Rosen's Emergency Medicine, Elsevier, 2009, \$375, some pediatric content
- Baren: Pediatric Emergency Medicine, Elsevier, 2007, \$198 - will not be revised
- Shah: Atlas of Pediatric Emergency Medicine, McGraw-Hill, 2012, \$199 - Available on AccessEmergencyMedicine

Pub Date:

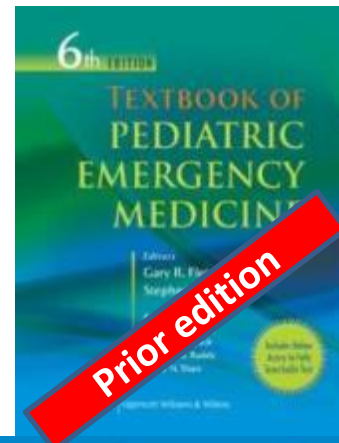
September

Price: \$279.99

Illustrations: 750

Bundle: Inkling

Markets: pediatric
emergency
medicine
clinicians, EDs, PA,
NP



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12/23/2014

Medical Practice

Obstetrics & Gynecology

When you have to be right™

Rock: Te Linde's Operative Gynecology, 11e, Worldwide



About the Book:

- Premier text in gynecology for 60+ years; most comprehensive text on market
- Covers all aspects of gynecologic surgery - surgical ethics, instruction on detailed surgical procedures, general/background/pathology for surgical problems, step-by-step surgical techniques and post-operative concerns

Key Features:

- Art, video, Q&A included on LWW Health Library
- Domestic and international authors
- Section on best surgical practices
- New chapter on Robotics and Simulation

About the Author:

- John Rock, MD - SVP, Medical Affairs; Dean, College of Medicine Florida International University
- Howard Jones, III, MD - Prof. & Chairman, Dept. of OBGYN, Vanderbilt Univ.

Competition:

- Baggish: Atlas of Pelvic Anatomy & Gynecologic Surgery, 2010, Saunders, \$298
- Nezhat's Operative Gynecology, 2008, Cambridge, \$189 - narrow in scope
- Schorge: Williams Gynecology, 2008, McGraw Hill, \$175, popular with residents

Pub Date: June

Price: \$219

Illustrations: 1,290

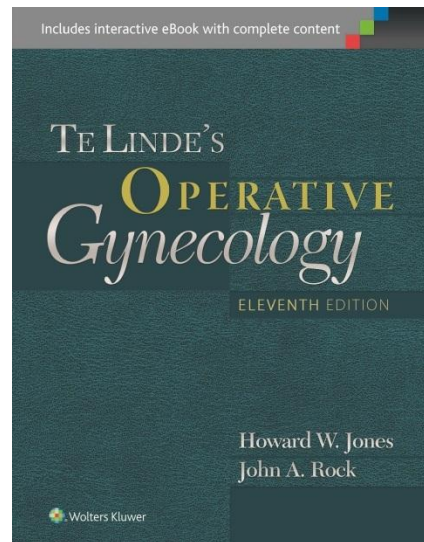
Bundle: HealthLibrary

Markets: OBGYN

practitioners and
residents, surgical
residents

WW ISBN:

978-1-4511-7736-7



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Rock: Te Linde's Operative Gynecology, 11e International Edition



About the Book:

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- Covers all aspects of gynecologic surgery - surgical ethics, instruction on detailed surgical procedures, general/background/pathology for surgical problems, step-by-step surgical techniques and post-operative concerns

Key Features:

- Domestic and international authors
- Section on best surgical practices
- New chapter on Robotics and Simulation

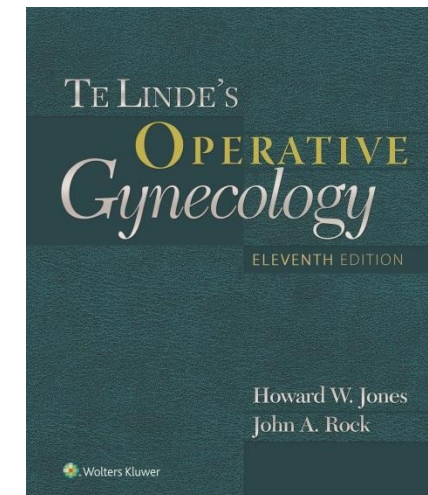
About the Author:

- John Rock, MD - SVP, Medical Affairs; Dean, College of Medicine Florida International University
- Howard Jones, III, MD - Professor & Chairman, Dept. of OBGYN, Vanderbilt University

Competition:

- Baggish: Atlas of Pelvic Anatomy & Gynecologic Surgery, 2010, Saunders, \$298
- Nezhat's Operative Gynecology, 2008, Cambridge, \$189 - narrow in scope
- Schorge: Williams Gynecology, 2008, McGraw Hill, \$175, popular with residents

Pub Date: June
Price: \$219
Illustrations: 1,290
Bundle: none
Markets: OBGYN practitioners and residents, surgical residents
International ISBN: 978-1-4963-0938-9



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Pages: 120
Pub Date: 2014
Price: \$99.95



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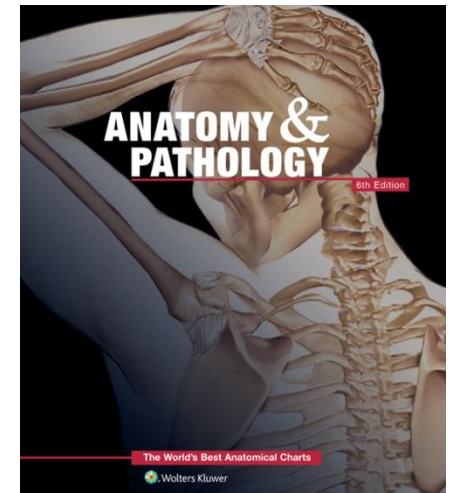
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Appendix

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Appendix

Orthopaedic Surgery

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The Adult Hip 3e + Package

- **The Adult Hip 3e Features**

- 2 volumes
- Comprehensive coverage of management of disorders of the adult hip.
- Includes all arthroscopic and open procedures.
- Extensive coverage of equipment and prostheses.

- **Package Titles (3 volumes total)**

- Callaghan - The Adult Hip, September 2015
- Clohisy - The Adult Hip: Hip Preservation Surgery, August 2014

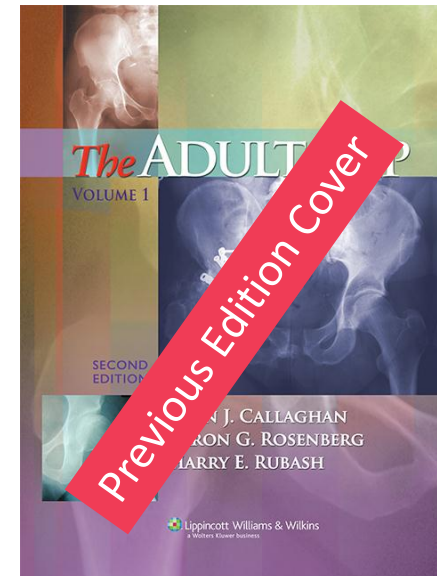
- **About the Author**

- John Callaghan: Lawrence and Mailyn Dorr Chair and Professor, Department of Orthopaedics and Bioengineering, University of Iowa College of Medicine
- Aaron Rosenberg: Professor of Surgery, Rush Medical College of Rush University, Chicago, IL
- Harry Rubash

- **Competition:**

- Berry, Surgery of the Hip 1e. Elsevier. 1 vol. \$395.00
- Sekiya/Techniques in Hip Arthroscopy and Hip Preservation S, Elsevier, 2010, \$209.00 (360 pp)
- Parvizi, Essentials in Total Hip Arthroplasty, \$139.95

Pub Date: June 2015
Vol 1 & 2: \$349.99
Preservation: \$249.99
Package: \$499.99
Bundle: Inkling
Markets: Orthopaedic Surgeons



Cordasco: Pediatric and Adolescent Knee Surgery, 1e



- **About the Book:**

- This text is intended to fill the gap for practitioners handling the increase in pediatric knee injuries. This will be a text aimed squarely at orthopedic surgeons. It will review anatomy, imaging, and epidemiology and detail procedures for ACL injuries, Patellofemoral Instability, Osteochondritis Dissecans, Discoid Meniscus, Fractures, and Growth Plate Surgery. Each technique will be richly illustrated and portrayed in step-by-step detail.

- **Key Features:**

- Comprehensive resource for surgeons dealing with pediatric and adolescent knee injuries
- Electronic version will contain video of surgical techniques
- Techniques illustrated in step-by-step, full color detail
- Written by experts from the Hospital for Special Surgery

- **About the Author:**

- Frank Cordasco - Hospital for Special Surgery, New York, New York

- **Competition:**

- Micheli, The Pediatric and Adolescent Knee, Saunders, \$179.99

Pub Date: June
Price: \$239.99
Illustrations: 425
Bundle: Inkling
Markets: Orthopaedic Surgeons, Sports Medicine

Chiodo: Minimally Invasive Foot & Ankle Surgery, 1e



- **About the Book:**
 - Second book in a new series on minimally invasive orthopedic surgery.
 - Minimally invasive surgery decreases morbidity and often hastens recovery.
 - Most texts describe results but do not describe the procedures themselves. This book will remedy that situation by covering injections and surgery of tendons and ligaments along with arthrodesis, arthroscopy, forefoot deformity correction and trauma.
- **Key Features:**
 - Techniques described in step-by-step detail.
 - Highly illustrated
 - Written and edited by leaders in the field
 - Series editor is Paul Tornetta from Boston University.
- **About the Authors:**
 - Christopher Chiodo MD, Brigham and Women's Hospital, Boston MA
 - Eric Bluman MD, Brigham and Women's Hospital, Boston MA
- **Competition:**
 - Maffuli, Minimally Invasive Surgery of the Foot and Ankle, \$259.00, Springer, 2010.
 - Scuderi, Minimally Invasive Surgery in Orthopedics: Foot and Ankle Handbook. \$79.95, Springer, 2011.

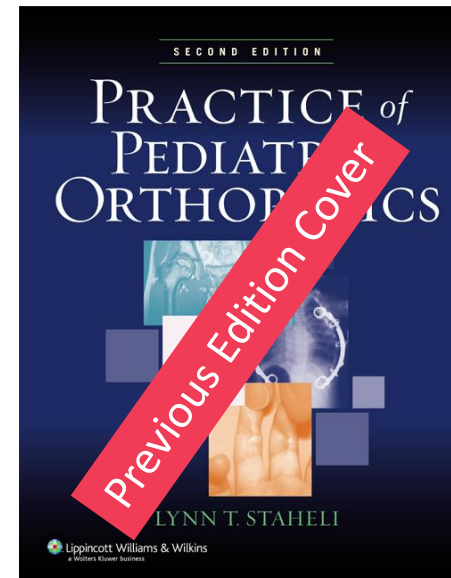
Pub Date: August
Price: \$225.00
Illustrations:
Bundle: InKling
Markets: Orthopaedic Surgeons, Residents

Diab: Practice of Pediatric Orthopedic Surgery, 3e



- **About the Book:**
 - Profusely illustrated basic book on pediatric orthopaedics aimed at the resident in orthopaedics, the general orthopaedic surgeon, and the pediatrician. It is densely packed with relevant clinical information and a multitude of illustrations presented in a highly structured style.
- **Key Features:**
 - Very concise coverage of every pediatric condition
 - Over 2,000 illustrations
 - NEW Principles and recommended management to be added to each topic
 - NEW Principles in boxed extracts to be added
 - NEW Procedures will be modified to include before and after, and approaches, indications, and complications to be added
 - NEW Text is expanded to make it more valuable to practicing orthopedists
 - Author is a recognized expert in the field
- **About the Author:**
 - Mohammed Diab, Department of Orthopaedics, University of California at San Francisco Hospital, San Francisco CA
- **Competition:**
 - Dormans, Core Knowledge in Orthopaedics: Pediatric Orthopaedics, 2005, \$148.00
 - Song, OKU Pediatrics. 2011. \$199.00

Pub Date: June 2015
Price: \$169.99
Illustrations:
Bundle: Inking
Markets: Orthopaedic Surgeons

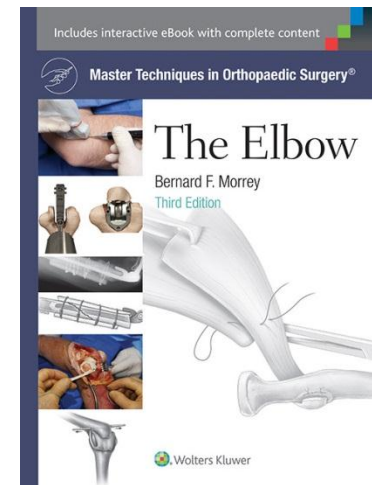
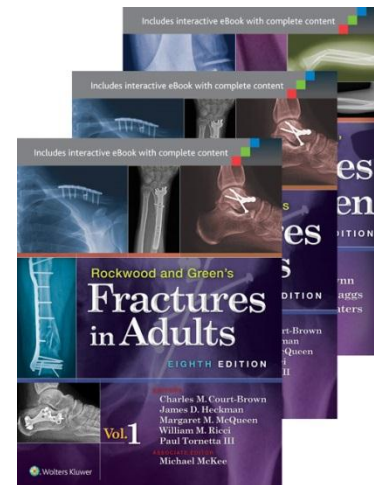
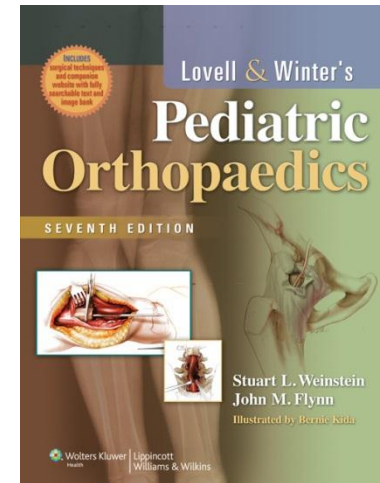
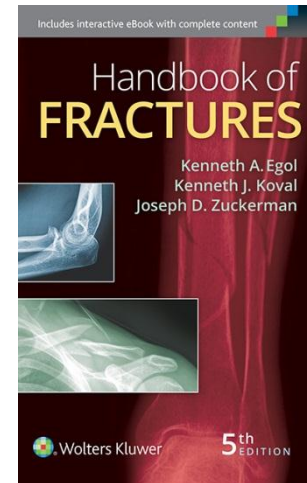


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Key Backlist Titles

- Morrey: MTOS Elbow
- Tornetta and Flynn :
Rockwood Green & Wilkins
Fractures Package
- Egol: Handbook of Fractures
- Weinstein: Lovell & Winter's
Pediatric Orthopaedics



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12/23/2014

Appendix

Anesthesia

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Baum: Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood, 3e



- **About the Book:**

- Using a quick-reference, encyclopedic format, *Anesthesia for Genetic, Metabolic, and Dysmorphic Syndromes of Childhood*, 3rd Edition, presents the anesthetic implications of a plethora of distinct syndromes, with up-to-date information, complete and current bibliographies, and more than 180 clinical photographs. You'll find practical information on common and uncommon manifestations in the major anatomic areas, as well as what you need to know for safe and effective anesthesia of both children and adults.

- **Key Features:**

- Presents each syndrome in an easy-to-follow format: name, synonym(s), and common and uncommon manifestations in each organ system, then anesthetic considerations, including which syndromes have no anesthetic implications.
- Lists syndromes and synonyms alphabetically, and cross-references synonyms
- Incorporates an overview of the pathology and relevant clinical findings for each syndrome, and highlights considerations in perioperative management.
- Glossary at the beginning & diagrams that review biochemical pathways.

- **About the Author:**

- Victor C. Baum - Frederic A. Berry Professor of Pediatric Anesthesiology, Professor of Pediatrics, University of Virginia, Charlottesville, VA
- Jennifer E. O'Flaherty - Associate Professor of Anesthesiology and Pediatrics, Geisel School of Medicine and Dartmouth-Hitchcock Medical Center, Lebanon, NH

- **Competition:**

- Bissonette, *Syndromes: Rapid Recognition and Perioperative implications*, McGraw-Hill, (is out of print)

Pub Date: January

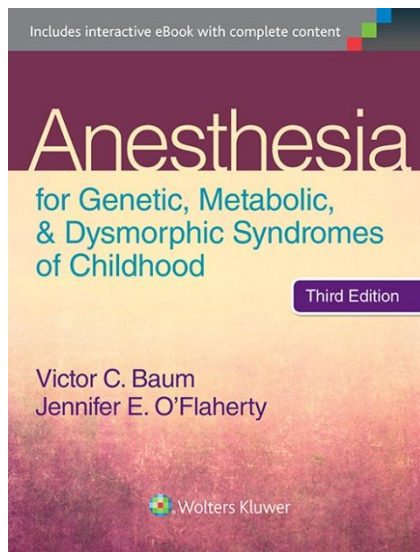
Price: \$219.99

Illustrations: 187

Bundle: Inkling

Markets:

Anesthesiologists



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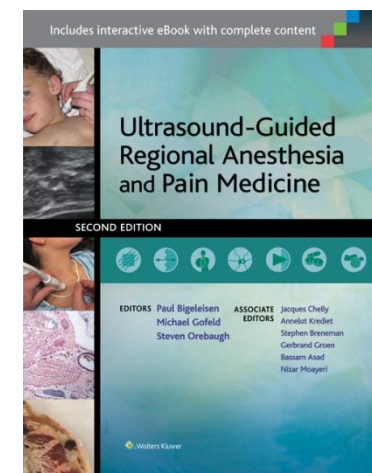
12/23/2014

Bigeleisen: Ultrasound-Guided Regional Anesthesia and Pain Medicine, 2e



- **About the Book:**
 - Get up-to-date on all of the techniques that are rapidly becoming today's standard of care. With this extensively revised edition, you'll see how the increased use of ultrasound for diagnosis and treatment of chronic pain and other medical conditions can transform your patient care. Noted authorities discuss the techniques you need to know for upper and lower extremity blocks, truncal blocks, pain blocks, trauma and critical care, and more.
- **Key Features:**
 - Grasp the features of each block, including indications, relevant anatomy, the transducer type, needle, local anesthetic, technique, tips, and references
 - Learn from experts on topics such as recent ultrasound-guided musculoskeletal blocks and the uses of ultrasound in the treatment of shock and trauma.
 - 48 new chapters covering transforaminal cervical injections, cervical facet injections, insertion of peripheral nerve stimulators using ultrasound guidance, genital femoral nerve injections, suprascapular nerve injection, ultrasound guidance to fill implanted pain reservoir, sacroiliac injections, and much more.
 - Separate section devoted to pediatric regional anesthesia
 - High-quality ultrasound images and depictions of relevant anatomy.
- **About the Author:**
 - Paul Bigeleisen - Professor of Anesthesiology, University of Pittsburgh School of Medicine, Pittsburgh, PA
- **Competition:**
 - Hadzic, Hadzic's Peripheral Nerve Blocks and Anatomy for Ultrasound-guided Regional Anesthesia, 2e, McGraw-Hill, \$175
 - Gray, Atlas of Ultrasound-Guided Regional Anesthesia, 2e, Elsevier, \$195

Pub Date: April
Price: \$174.99
Illustrations: 754
Bundle: Inkling
Markets: Anesthesia,
Pain



Gravlee: Cardiopulmonary Bypass, 4e



- **About the Book:**

- This is the standard text used by anesthesiologists, perfusionists, and cardiothoracic surgeons. This edition will place emphasis on CPB's role with minimally invasive and robotic cardiac surgery, will increase emphasis on the related topic of mechanical circulatory support, will add new content on miniaturized circuits and CPB, will add content on sickle cell disease's ramifications for CPB management. The section on CPB management for pediatric patients will be retained and updated.

- **Key Features:**

- Full color presentation
- Includes adult and pediatric applications for CPB
- Includes content relevant to anesthesiologists, perfusionists, cardiac surgeons
- Increased coverage of CPB in minimally invasive & robotic cardiac surgery
- Increased coverage of mechanical circulatory support
- New coverage of miniaturized circuits
- The most comprehensive and authoritative text on CPB

- **About the Author:**

- Glenn Gravlee - Prof. of Anesthesiology, Ohio State University Medical Center

- **Competition:**

- Gourlay, Minimized Cardiopulmonary Bypass Techniques and Technologies, 1e, Woodhead, \$220
- Mongero, On Bypass: Advanced Perfusion Techniques, Humana, \$249
- Ghosh, Cardiopulmonary Bypass (Cambridge Clinical Guides), 1e, Cambridge, \$74.99

Pub Date: November

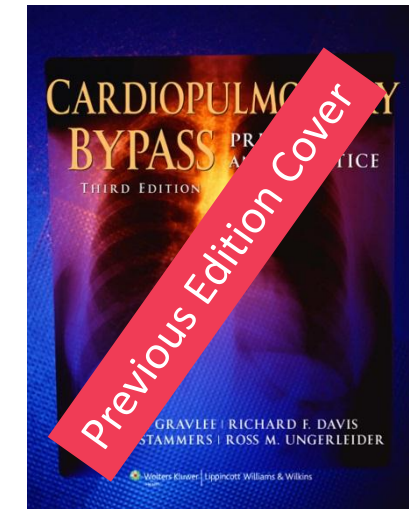
Price: \$249.99

Illustrations:

Bundle: InKling

Markets:

Anesthesiologists,
Perfusionists



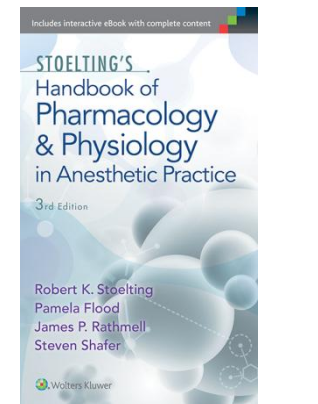
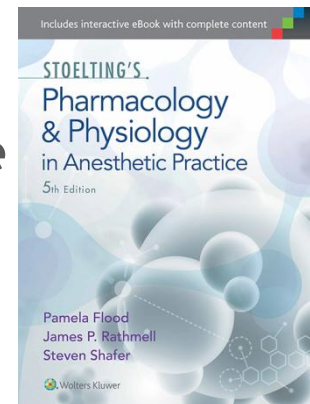
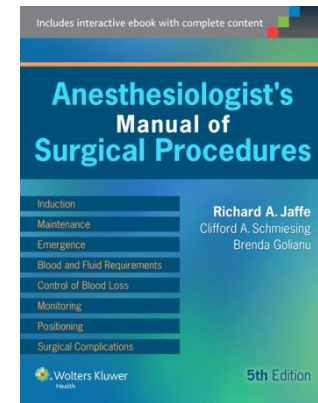
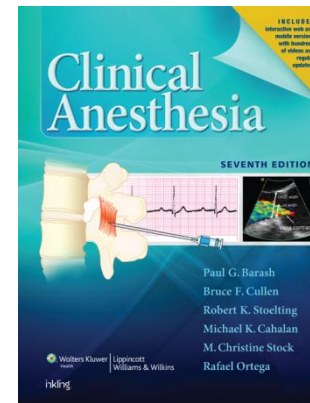
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12/23/2014

Key Backlist Titles



- **Barash: Clinical Anesthesia, 7e**
 - Pub Date: April 2013
- **Jaffe: Anesthesiologists Manual of Surgical Procedures, 5e**
 - Pub Date: May 2014
- **Shafer: Pharmacology and Physiology in Anesthetic Practice, 5e**
 - Pub Date: December 2014
- **Stoelting: Handbook of Pharmacology and Physiology in Anesthetic Practice, 3e**
 - Pub Date: December 2014



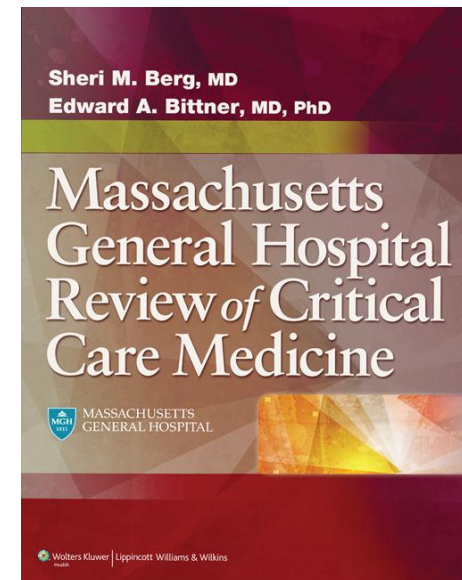
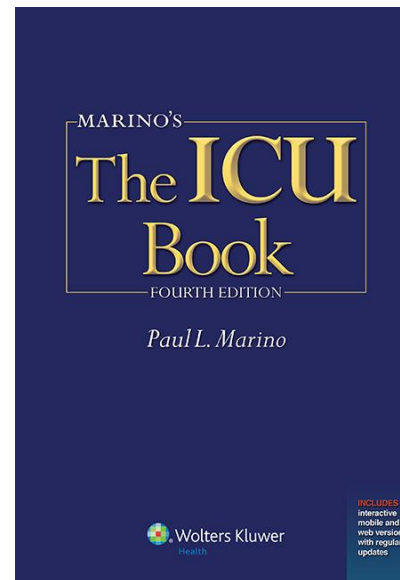
Appendix

Critical Care

When you have to be right™

Key Backlist Titles

- **Marino: The ICU Book, 4e**
 - Pub Date: October 2013
- **Berg: Massachusetts General Hospital Review of Critical Care Medicine, 1e**
 - Pub Date: December 2013



Appendix

General Surgery

When you have to be right™

Upchurch: Clinical Scenarios in Vascular Surgery, 2e



- **About the Book:**

- A case-based book covering vascular surgery where each chapter represents a common clinical scenario encountered during practice and includes the standard of care and the safe management of the clinical scenario. Each case begins with a patient presentation and progresses through Differential Diagnosis, Workup (incl. diagnostic imaging), Diagnosis and Treatment, Surgical Approach, Special Intraoperative Considerations, Postoperative Management, Case Conclusion, and Take Home Points. Each case will be about 5 pages long and will end with a short list of suggested readings.
- Oral board preparatory book.

- **Key Features:**

- Case-based approach
- Full-color design
- Tables summarizing Key Technical Steps and Potential Pitfalls
- Unique format

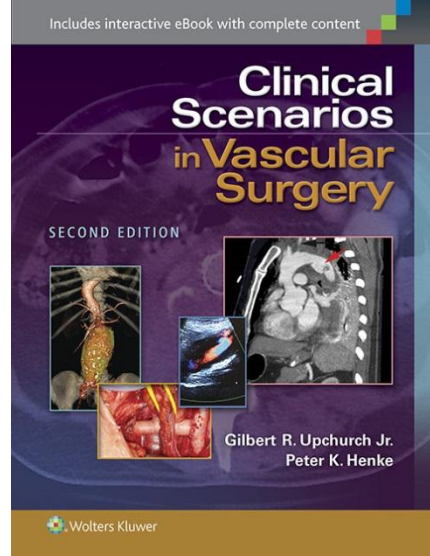
- **About the Author:**

- Gilbert Upchurch - Professor of Surgery, University of Virginia School of Medicine, Charlottesville, VA
- Peter Henke - Professor of Vascular Surgery, University of Michigan, Ann Arbor, MI

- **Competition:**

- Geroulakos, Vascular Surgery: Cases, Questions & Commentaries, 3e, Springer, \$149

Pub Date: May
Price: \$189.99
Illustrations: 510
Bundle: Inkling
Markets: Vascular Surgery Fellows, Vascular Surgeons



Zierler: Strandness's Duplex Scanning in Vascular Disorders, 5e



- **About the Book:**

- Classic text on use of ultrasound in diagnosis and study of vascular disorders; Strandness developed many of the protocols and criteria in use; Zierler trained with him and now runs the Strandness lab.
- Seven new chapters will be added, among them important new chapters on hot topics like vascular applications in point of care ultrasound and intravascular imaging and physiologic assessment
- Written by vascular surgeons and technologists so appeals to both markets.

- **Key Features:**

- Comprehensive coverage of all vascular ultrasound applications
- Chapters authored by vascular surgeons and ultrasound technicians
- In full color

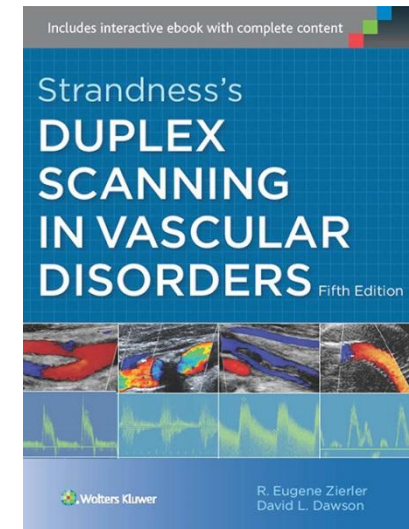
- **About the Author:**

- Eugene Zierler, MD - Director, Strandness Lab, University of Washington Medical Center, Seattle WA

- **Competition:**

- Rumwell - Vascular Technology: An Illustrated Review, 4e, Davies, \$79.95
- Pelerrito - Introduction to Vascular Ultrasonography, 6e, Elsevier, \$129
- Thrush - Vascular Ultrasound: How, Why and When, 3e, Elsevier, \$80.95

Pub Date: April
Price: \$194.99
Illustrations: 750
Bundle: Inkling
Markets: Vascular surgeons, Cardiologists, Vascular Technologists

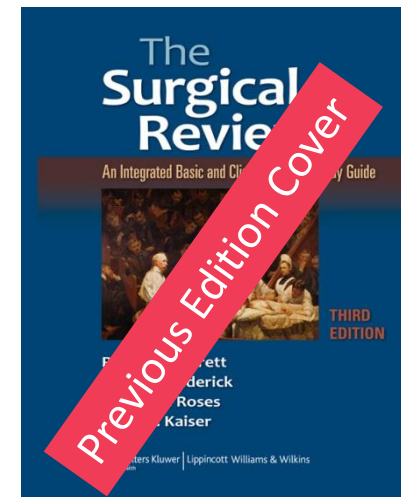


Porrett: The Surgical Review, 4e



- **About the Book:**
 - The Surgical Review offers complete coverage of topics found on the ABSITE, and is also used to study for the written boards and recertification. The Key Points will be expanded to explicitly target both junior resident readers and senior resident readers. The Surgical Review is well-illustrated, and the illustration program will be in full color. The text will be completely updated and the Table of Contents is organized to match the current exam. Each chapter is jointly authored by a resident and an attending at HUP.
- **Key Features:**
 - Clinically oriented Key Points added for senior resident readers
 - Full color design
 - New editors and authors at Penn
 - Vascular chapter updated to include endovascular therapies
 - Well-illustrated
 - Writing style balances brevity with thorough coverage
 - Written and edited at the University of Pennsylvania
- **About the Author:**
 - Paige Porrett - University of Pennsylvania Department of Surgery
- **Competition:**
 - Velasco, Rush University Medical Center Review of Surgery, 5e, Elsevier, \$79.95
 - DeVirgilio, Review of Surgery for ABSITE and Boards, 1e, Elsevier, \$89.95
 - Brunicaudi, Schwartz's Principles of Surgery ABSITE and Board Review, 9e, McGraw-Hill, \$76.00

Pub Date: October
Price: \$94.99
Illustrations:
Bundle: InKling
Markets: Surgical Residents



Graham: Glenn's Urologic Surgery, 8e



- **About the Book:**

- A comprehensive but concise textbook focused on surgical procedures, established for over 30 years as a must-have surgical reference for resident and practicing urologists. Chapters are heavily illustrated and progress from Diagnosis to Indications for Surgery, to brief sections on Alternative Therapies, and then to detailed sections on surgical technique before closing with a discussion of outcomes as found in the literature. Each section will open with a thoroughly illustrated description of relevant anatomy.

- **Key Features:**

- Brief, formatted chapters focused on surgical technique
- Full color design & Heavily illustrated
- Includes pediatric procedures
- Increased use of intraoperative photos

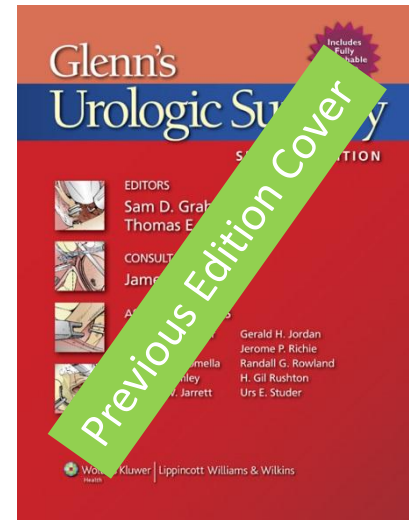
- **About the Author:**

- Sam Graham - Urologic Specialists of Virginia; Medical Director, Thomas Johns Hospital, Richmond, VA
- Thomas Keane - Chair, Department of Urology, Medical University of South Carolina, Charleston, SC

- **Competition:**

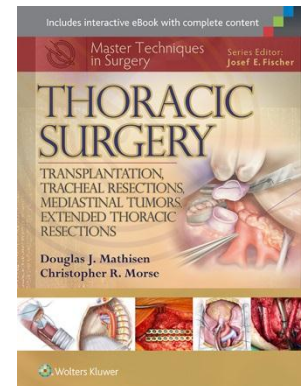
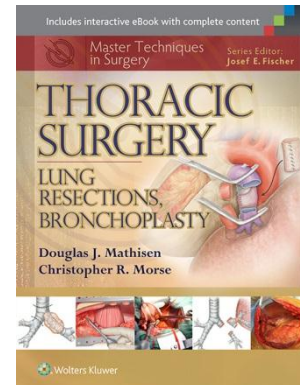
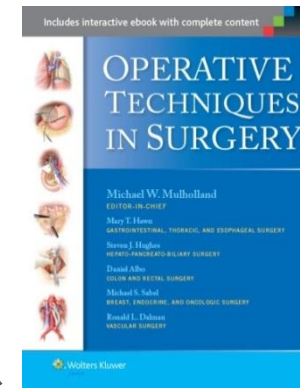
- Taneja/Complications of Urologic Surgery, 4e, Elsevier, \$314
- Novick/Operative Urology: At the Cleveland Clinic, Humana, \$259
- Wein/Campbell-Walsh Urology, 10e, Elsevier, \$589
- Smith/Hinman's Atlas of Urologic Surgery, 3e, Elsevier, \$277

Pub Date: October
Price: \$279.99
Illustrations: 1340
Bundle: InKling
Markets: Urologists,
General Surgeons



Key Backlist Titles

- **Mulholland: Operative Techniques in Surgery, 1e**
 - Pub Date: December 2014
- **Luketich - Master Techniques in Surgery: Esophageal Surgery, 1e**
 - Pub Date: May 2014
- **Mathisen-Master Techniques in Surgery: Thoracic Surgery: Transplantation, Tracheal Resections, Mediastinal Tumors, Extended Thoracic Resections, 1e**
 - Pub Date: December 2014
- **Mathisen - Master Techniques in Surgery: Thoracic Surgery: Lung Resections, Bronchoplasty, 1e**
 - Pub Date: December 2014



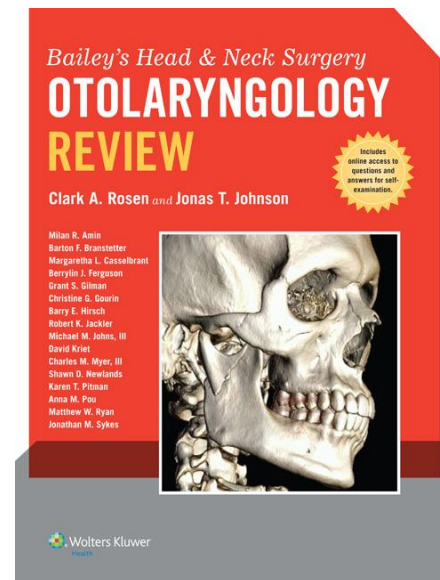
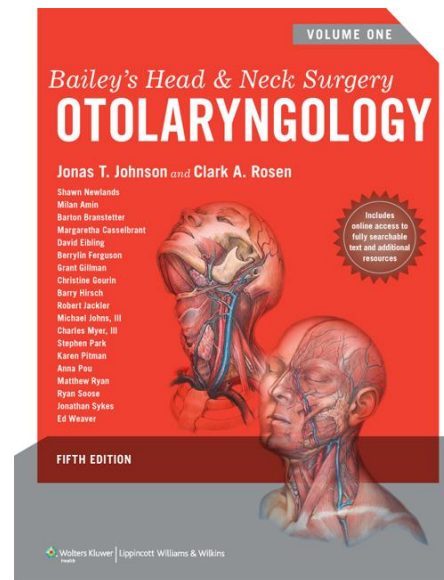
Appendix

Otolaryngology

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Key Backlist Titles

- **Johnson: Bailey's Head and Neck Surgery, 5e**
 - Pub Date: June 2013
- **Johnson: Bailey's Head and Neck Surgery - Otolaryngology Review, 1e**
 - Pub Date: April 2014



Appendix

Radiology

When you have to be right™

Guimaraes: Embolization Therapy: Principles and Clinical Applications, 1e



- **About the Book:**

- Only single comprehensive book on all techniques and specialized procedures (i.e. interventional oncology, management of vascular malformations, etc.).
- From a review of embolic agents, to step-by-step clinical applications, to discussions of the future of embolotherapy
- Answers the question "how to incorporate these techniques into your daily practice?"

- **Key Features:**

- Covers all the current devices, basic and advanced techniques, and tips and tricks that you need to know to make the most of these frequently performed procedures.
- Dozens of recognized experts in vascular and interventional radiology, neuro-interventional radiology, and vascular surgery worldwide.
- Provides updated standards of care from global authorities in the field
- Tips and tricks section will bring added value to this project providing clinical pearls that can be immediately incorporated into everyday clinical practice"
- Gives clear, concise guidance on intracranial and spine embolization, head and neck embolization, peripheral embolization, gastrointestinal arterial and venous embolization, hepatic embolization, intravascular delivery of therapeutic agents, pediatric embolization, and much more.

- **About the Author:**

- Marcelo Guimaraes: Vascular & Interventional Rad, Medical Univ. of S. Carolina

- **Competition:**

- Mauro/Image-Guided Interventions, Elsevier, \$305
- Moore/Vascular Embolotherapy - A Comprehensive Approach, Springer, \$225
- Valji/The Practice of Interventional Radiology, Elsevier, \$211

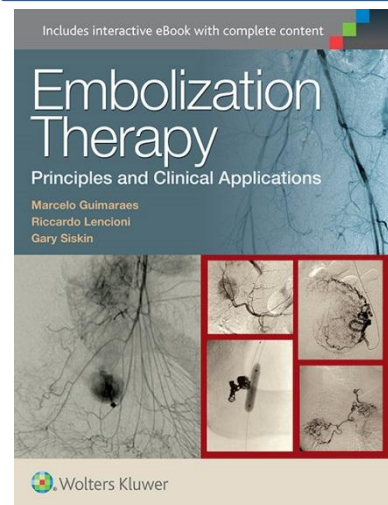
Pub Date: January

Price: \$249.99

Illustrations: 1475

Bundle: Inkling

Markets: Vascular/
Interventional Radiology,
Radiologists and
residents



Kline-Fath: Fundamental and Advanced Fetal Imaging, 1e



- **About the Book:**

- A comprehensive review of fetal imaging that includes detailed prenatal ultrasound and fetal MRI
- Written by leading fetal radiologists and maternal-fetal medicine specialists, with additional input from cardiologists, geneticists, and Doppler specialists
- Three sections: normal anatomy and techniques, screening for normal and abnormal conditions, and fetal malformations

- **Key Features:**

- Addresses normal anatomy and imaging techniques; screening for normal and abnormal conditions; fetal malformations, emphasizing the criteria needed to diagnose each disorder
- Explores major fetal anomalies by organ system, as well as common genetic and chromosomal disorders, outlining their incidence, pathogenesis and etiology, diagnosis with US and MRI, prognosis, and management
- Offers abundant imaging examples representing the full range of US and MRI findings with over 1500 images, as well as color diagrams and tables to expedite reference

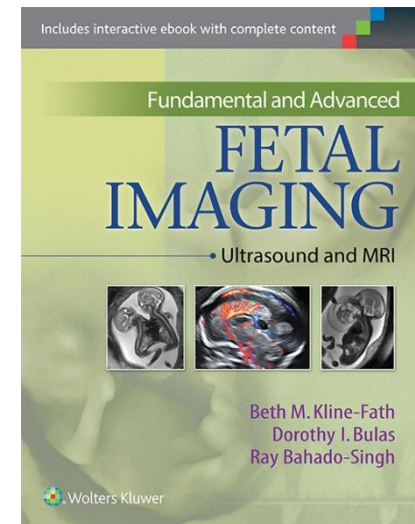
- **About the Author:**

- Beth M. Kline-Fath, MD - Chief Fetal Imaging, Neuroradiologist at Cincinnati Children's Hospital, Associate Professor, UC Department of Radiology
- Dorothy Bulas, MD - Division of Diagnostic Imaging and Radiology, Children's National Medical Center, Professor of Radiology & Pediatrics, George Washington University Medical Center
- Ray Bahado-Singh, MD - Professor & Associate Chair, Dept of Obstetrics & Gynecology, Wayne State University School of Medicine

- **Competition:**

- Paladini/Ultrasound of Congenital Fetal Anomalies, CRC Press, \$269.95
- Bianchi/Fetology: Diagnosis & Management of Fetal Patient, 2e, McGraw-Hill, \$210
- Prayer/Fetal MRI, Springer, \$379

Pub Date: March
Price: \$279.99
Illustrations: 1505
Bundle: InKling
Markets: Radiologists, Obstetricians



Saremi: Perfusion Imaging, 1e

- **About the Book:**

- First comprehensive resource for perfusion imaging that focuses on the practical clinical application of these techniques for practicing physicians.
- Addresses the rapid development of CT scanners and increased practice of perfusion studies. Perfusion measurement facilitates the investigation of physiology and function, the formulation of the diagnosis and prognosis of disease, and the planning of treatment.
- Covers clinical practice of perfusion used in brain, cardiac, liver, kidney, and oncologic imaging
- Wide coverage of MDCT

- **Key Features:**

- Contains high resolution cross-sectional images, with post processed images assisting the reader in quickly and easily recognizing various pathologies.
- Multimodality approach provides understanding of clinical issues and diagnoses
- Key new areas - kidney and prostate perfusion imaging, discussion covering faster scanners such as 320 slices, dual source CTs, and low dose CT techniques
- Allows systematic learning and a quick, detailed reference for specific questions.

- **About the Author:**

- Farhood Saremi - Professor, Department of Radiology, USC University Hospital

- **Competition:**

- Reeder/Clinical Applications of MR Diffusion and Perfusion Imaging, Saunders, \$99
- Miles/Multidetector Computer Tomography in Cerebrovascular Disease, Informa, \$109.95
- Gillard/Clinical MR Neuroimaging: Diffusion, Perfusion and Spectroscopy, Cambridge, \$293

Pub Date: June

Price: \$229.99

Illustrations:

Bundle: Inkling

Markets: Radiologists,
Rad Residents, Nuclear
medicine

von Schulthess: Clinical Molecular Imaging: PET/CT, PET/MR and SPECT CT, 3e



- **About the Book:**

- Reference for interpreting integrated imaging studies
- Disease oriented reference with a focus on PET-CT and SPECT_CT
- The new edition integrates PET-MR where applicable.
- Discusses the most relevant technique or combination thereof for each disease and provides guidance on which modality to use

- **Key Features:**

- Allows clinical hybrid imaging users to compare modalities and decide whether to use PET/CT, PET/MR or SPECT/CT to solve a clinical question.
- Focus on clinical applications sans technological & radiopharmaceutical details
- Inclusion of emerging field of PET/MR
- New PART III on workflow and normal scans with various clinical tracers
- Only book on market that incorporates PET/MR in a systematic way

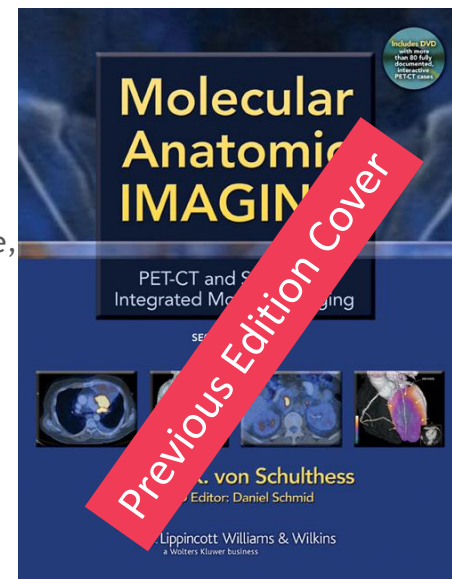
- **About the Author:**

- Gustav Von Schulthess - Chief Medical Officer, Professor and Director of Nuclear Medicine, University Hospital Zurich, Zurich, Switzerland

- **Competition:**

- Phelps/Molecular Imaging and its Biological Applications, Springer, \$259
- Christian/Nuclear Medicine and PET/CT, 7th edition, Elsevier, \$171
- Schober/PET/CT Hybrid Imaging, Thieme, \$169.99

Pub Date: June
Price: \$299.99
Illustrations:
Bundle: Inkling
Markets: Radiology,
Nuclear Medicine



When you have to be right™

12/23/2014

Greenspan: Bone Tumor Imaging and Pathology, 1e



- **About the Book:**
 - Guide to the most important features of benign and malignant bone tumors
 - Written in an easy-to-read format with a bullet-type arrangement for quick reference and review
 - Cover both radiology and pathology for a complete approach
 - Concise arrangement of the content is specifically geared towards daily clinical practice as well as board preparation
 - Illustrates the radiologic and pathologic features of the typical and some atypical musculoskeletal lesions. Each section discusses a variety of osseous lesions, benign and malignant, with the important aspects of imaging and pathologic findings and pertinent differential diagnosis.
- **Key Features:**
 - Short compendium geared toward everyday use as well as board preparation
 - Easy-to-read with a bullet-type arrangement
 - Covers most commonly encountered musculoskeletal lesions
 - Provides radiologic imaging-pathology correlation with differential diagnoses
 - Board style review questions and answers with each chapter
 - Useful for radiologists, pathologists, and orthopedic surgeons
- **About the Author:**
 - Adam Greenspan, MD, FACR, Professor Emeritus of Radiology and Orthopedic Surgery, Former Chief, Section of Musculoskeletal Imaging, Department of Radiology, University of California Davis
- **Competition:**
 - Manaster/Diagnostic Imaging: Musculoskeletal, Non-Traumatic Disease, Amysis, \$339
 - Davies/Imaging of Bone Tumors and Tumor-Like Lesions, Springer, \$279
 - Wu/Bone Tumors: A Practical Guide to Imaging, Springer, \$89.95
 - Picci/Atlas of Musculoskeletal Tumors and Tumorlike Lesions, Springer, \$189

Pub Date: October
Price: \$179.99
Illustrations:
Bundle: Inkling
Markets: Radiologists,
Radiology residents,
Pathologists, Pathology
residents, Ortho

Key Backlist Titles

- **Webb: High-Resolution CT of the Lung, 5e**
 - Pub Date: May 2014
- **Greenspan: Orthopediac Imaging A Practical Approach, 6e**
 - Pub Date: October 2014
- **Aktolun: Nuclear Oncology, 1e**
 - Pub Date: October 2014
- **Chhabra: Musculoskeletal MRI Structured Evaluation: How to Practically Fill the Reporting Checklist, 1e**
 - Pub Date: October 2014
- **Georgian Smith: Breast Imaging and Pathologic Correlations: A Pattern-Based Approach, 1e**
 - Pub Date: December 2014
- **Stoller: Stoller's Orthopaedics and Sports Medicine: The Shoulder, 1e**
 - Pub Date: December 2014

Appendix

Pathology

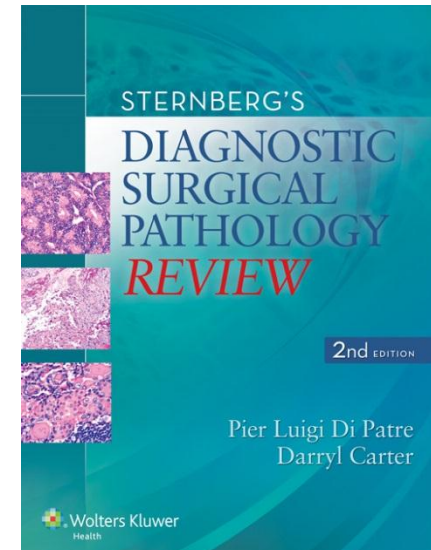
When you have to be right™

DiPatre: Sternberg's Diagnostic Surgical Pathology Review, 2e



- **About the Book:**
 - Multiple choice question and answer resource book based on the sixth edition of Sternberg's
 - Covers all aspects of Surgical Pathology
 - Includes 1,000 questions meant for board and recertification review. Nearly double the size of the first edition.
- **Key Features:**
 - Offers a systematic review of Surgical Pathology, including skin, soft tissue, bone, and joints; breast; central nervous system; endocrine system; hematopoietic and lymphatic systems; head and neck; intrathoracic organs and blood vessels; alimentary canal and associated organs; urinary tract and male genital system; and female reproductive system and peritoneum.
 - Each question focuses on a specific disease entity or diagnostic problem as presented in Sternberg's Diagnostic Surgical Pathology, Sixth Edition.
 - Questions are followed by answers and succinct explanations.
 - More than 600 full-color illustrations highlight key visual aspects of diagnosis
- **About the Author:**
 - Luigi Di Patre - Associate Professor of Pathology, Texas A&M Health Science Center College of Medicine, Bryan, TX, Scott & White Hospital, Temple, TX
- **Competition:**
 - Lefkowitz/Anatomic Pathology Board Review, 2e, Elsevier, \$189

Pub Date: February
Price: \$149.99
Illustrations:
Bundle: The Point
Markets: Pathology Residents, Pathologists



Kini: Thyroid Cytopathology, 2e



- **About the Book:**

- Most comprehensive reference for thyroid pathology book on the market
- Over 1700 photomicrographs illustrates the wide spectrum of cytologic features for each disease entity, including unusual as well as typical patterns.
- Focused on diagnostic pitfalls, overlapping patterns, and differential diagnosis.
- The book also includes chapters on basic concepts of cytopathology, fine-needle aspiration biopsy techniques, cytopreparation, ancillary diagnostic techniques, liquid-based cytologic preparations, and the application of needle biopsy findings to management decisions.

- **Key Features:**

- Contains over 1700 full-color photomicrographs
- Updates include in The Bethesda System of Reporting Thyroid Cytopathology
- Discusses diagnostic problems, differential diagnosis, diagnostic pitfalls, rare diagnostic entities, and histologic features of all entities
- Draws on author's 30+ years of experience in this field
- Liquid-based technology for cytologic preparations integrated and expanded throughout with the commonly followed techniques of direct smears, and adequately illustrated for comparison
- New discussions on the latest molecular diagnostic techniques

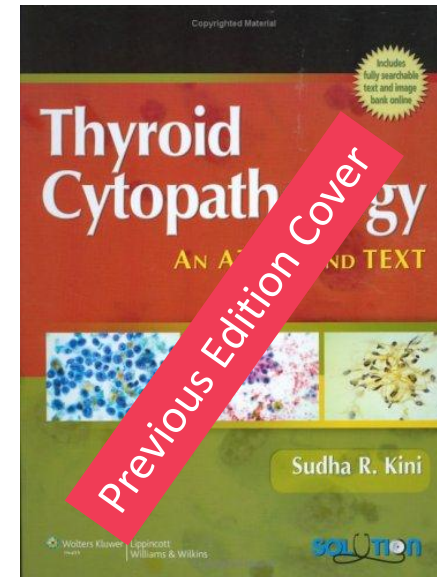
- **About the Author:**

- Sudha Kini - Henry Ford Hospital, Division Head, Cytopathology

- **Competition:**

- Ali/The Bethesda System for Reporting Thyroid Cytology, Springer, \$39.95
- Yang/Thyroid Fine Needle Aspiration, Cambridge, \$179.99
- Ali/Atlas of Thyroid Cytopathology, Demos, \$145

Pub Date: June
Price: \$299.99
Illustrations:
Bundle: InKling
Markets: Pathologists,
Pathology Residents



When you have to be right™

12/23/2014

Vigorita: Orthopaedic Pathology, 3e



- **About the Book:**

- A practical guide to diagnosing musculoskeletal disorders detailing the pathologic and radiologic characteristics of all bone and joint diseases
- Additional section on soft-tissue pathology discusses meniscal injuries, bursa, ligaments, and tendons.
- Revisions to this edition will be expand sections on joint replacement surgery and cartilage tumors along with new sections on the role of radiographic imaging, the recommended approach to handling orthopaedic pathology specimens, and common orthopaedic pathologies.

- **Key Features:**

- Comprehensive coverage of all musculoskeletal disorders
- Appendices and Glossary that defines specific orthopaedic disorders for quick access to basic information
- Expanded sections on joint replacement surgery and cartilage tumors
- Includes both pathologic and radiologic characteristics
- Single-authored text

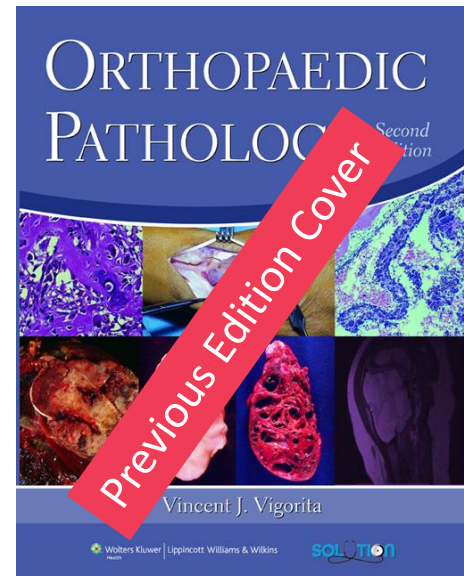
- **About the Author:**

- Vincent Vigorita - Professor of Pathology and Orthopaedic Surgery, State University of New York, SUNY Downstate Medical Center, Brooklyn, NY; Director of Orthopaedic Research, Kingsbrook Jewish Medical Center/Saint Vincent's Catholic Medical Center, Brooklyn, NY; Core Faculty, Nicholas Institute of Sports Medicine and Traumatology, Lenox Hill Hospital, New York, NY; Maimonides Medical Center, Brooklyn, NY

- **Competition:**

- Weiss/Enzinger and Weiss's Soft Tissue Tumors, 6e, Elsevier, \$399.99
- Neilsen/Diagnostic Pathology: Bone, Amirsys, \$299
- Wold/Atlas of Orthopedic Pathology, 3e, Elsevier, \$288
- Bullough/Orthopaedic Pathology, 5e, Elsevier, \$310

Pub Date: November
Price: \$349.99
Illustrations:
Bundle: InKling
Markets: Pathologists,
Orthopaedic Surgeons



When you have to be right™

12/23/2014

Key Backlist Titles

- **Orazi: Knowles' Neoplastic Hematopathology, 3e**
 - Pub Date: October 2013
- **Hoda: Rosen's Breast Pathology, 4e**
 - Pub Date: March 2014
- **Riddell: Lewis, Weinstein and Riddell's Gastrointestinal Path and its Clinical Implications, 2e**
 - Pub Date: May 2014
- **Jennette: Heptinstall's Pathology of the Kidney, 7e**
 - Pub Date: August 2014
- **Elder: Lever's Histopathology of the Skin, 11e**
 - Pub Date: October 2014
- **Arnold: Atlas of Gastrointestinal Pathology: A Pattern Based Approach to Non-Neoplastic Biopsies, 1e**
 - Pub Date: November 2014



Appendix

Oncology



When you have to be right™

Levine: Handbook for Principles and Practice of Gynecologic Oncology, 2e



About the Book:

- Handbook to guide clinicians with the latest trial results and new developments in treatment.
- Clinical treatments with limited historical background and brief summaries of landmark clinical trials
- Chapters compiled to complement the material covered in main Principles & Practice of Gynecologic Oncology text.

Key Features:

- Consistently organized - incidence, etiology, diagnosis, treatment
- Key points called out in sections at the start of each section

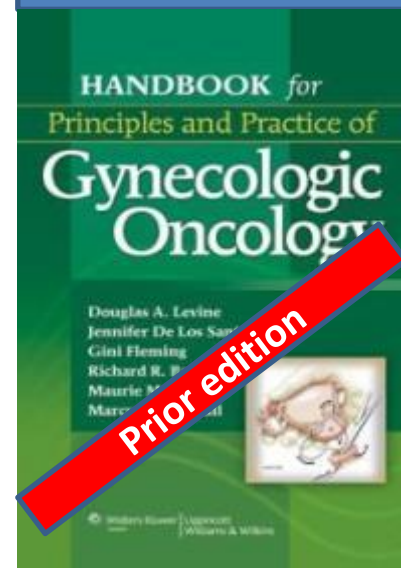
About the Authors:

- Douglas A. Levine, MD - Associate Attending Surgeon, Gynecology Service, Department of Surgery, Memorial Sloan Kettering Cancer Center
- Don S. Dizon, MD, FACP - Dir., Oncology Sexual Health, Medical Gynecologic Oncology, Massachusetts General Hospital, Harvard Medical School
- Catheryn M. Yashar, MD - Professor, Department of Radiation, Medicine and Applied Sciences, University of California—San Diego, Moores Cancer Center

Competition:

- Benoit: Gynecologic Oncology Handbook, Demos, 2013, \$70
- Dizon: DX/RX Gynecologic Cancer, Jones & Bartlet, 2011 \$61

Pub Date: April
Price: \$64.99
Illustrations: 38
Bundle: Inking
Markets: oncologists, oncology/gynecologic oncology fellows, and advanced practice oncology providers



When you have to be right™

12/23/2014

DeVita: PRIMER of the Molecular Biology of Cancer, 2e



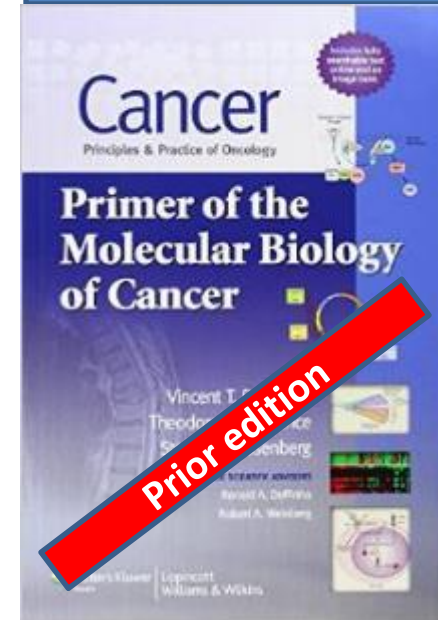
About the Book:

- 36 chapters culled directly from Cancer, Principles and Practice of Oncology, 10th edition, focusing on the science of cancer and 11 chapters focused on genetic testing of specific cancers
- Fills the need for customers who don't require comprehensive clinical content, but who do need the science

Competition:

- Weinberg: Biology of Cancer, 2013, Garland Science, \$155 (much larger, for medical students)
- Mendelsohn: The Molecular Basis of Cancer, Elsevier, 2014, \$205 (comprehensive)
- Tannock: The Basic Science of Oncology, McGraw Hill, 2013, \$77 (aimed at beginners)

Pub Date: May
Price: \$99.99
Illustrations: 129
Bundle: Inking
Markets: researchers in oncology and hematology, fellows and practitioners



When you have to be right™

12/23/2014

Eifel: Radiologic Therapy for Gynecologic Cancers



About the Book:

- Practical guide to the practice of gynecologic radiation oncology
- General principles and subsequent site-specific chapters addressing indications for treatment, evidence to support treatment choices, site-specific techniques and heavily illustrated practical case examples
- Controversies about management, specialized techniques and lack of in-depth experience makes this an area of anxiety for most clinicians

Key Features:

- 3 chapters on principles of multidisciplinary management of gyn. cancers
- 6 chapters devoted to overall considerations of radiation therapy planning and delivery in gynecologic cancers
- 7 site-specific treatment chapters that include numerous illustrated case studies at the end of each chapter

About the Author:

- Patricia J. Eifel, MD - Dept of Radiation Oncology, MD Anderson Cancer Center, Houston, Texas
- Gillian Thomas, MD - Dept of Radiation Oncology, Sunnybrook Odette Cancer Center, Toronto, Ontario

Competition:

- Viswanathan: Gynecologic Radiation Therapy, Springer, 2010, \$140

Pub Date: November

Price: \$189.99

Illustrations:

Bundle: Inkling

Markets: radiation oncologists, gynecologic oncologists, oncology practitioners and other oncology practitioners and oncology fellows"

Backlist Titles - Oncology/Hematology

Specific backlist

- Khan: Physics of Radiation Oncology - 2014
- Harrison: Head & Neck Cancer- 2014
- Abraham (significantly underperforming) - 2014
- Greer - 2013
 - Thoughts on a handbook?
- Marder: Hemostasis and Thrombosis - can this sell better?

New Editions?

- Editor needed for Wintrobe's Atlas
- Pullouts from DeVita - breast, ovarian, prostate, melanoma, etc.?
- Rosenberg: Cancer PPO 11th edition - 2017 too soon?

Holes in specialty?

- Board review in Oncology
- Case review in Oncology

Appendix

Obstetrics & Gynecology

When you have to be right™

Wallach/Bienstock: Johns Hopkins Manual of Obstetrics and Gynecology, 5e



About the Book:

- Reference for clinicians who deal with obstetric and gynecologic problems, covering every clinical situation in obstetrics, high-risk obstetrics, gynecology, reproducing endocrinology, infertility, and gynecologic oncology

Key Features:

- List of frequently used drugs
- Specific chapters expanded: GU & Renal disease in pregnancy, GI disease in pregnancy, Autoimmune disease in pregnancy, Neurologic disease in pregnancy

About the Author:

- Jessica Bienstock, MD - Director, GYN/OB Residency Program, Johns Hopkins
- Harold Fox, MD - Chairman, Gynecology & Obstetrics Johns Hopkins
- Edward Wallach, MD - Director, Assisted Reproductive Technologies Program Johns Hopkins Medicine Fertility Center

Competition:

- Benson & Pernoll's Handbook of Obstetrics & Gynecology, 2001, McGraw - outdated
- DeCherney: CURRENT Obstetric & Gynecology, 2006, McGraw Hill - more for medical students

Pub Date: May
Price: \$69.99
Illustrations: 51
Bundle: InKling
Markets: OBGYN physicians, residents, NP and PA, family medicine residents



When you have to be right™

12/23/2014

Abuhamad: A Practical Guide to Fetal Echocardiography: Normal and Abnormal Hearts, 3e



About the Book:

- Easy to use; lavishly illustrated guide for those who perform fetal echocardiographs to obtain complete evaluation of the normal and abnormal fetal heart
- Disorders are discussed in terms of the ultrasound findings, with key points summarized at the end of each chapter

Key Features:

- 25% new images; includes schematic drawings illustrating cardiac anomalies
- Expanded chapters: advanced 3D ultrasound, genetics, colored images
- New chapters: fetal heart during the first trimester, fetal intervention
- Tables presenting common and differentiating features of cardiac malformations

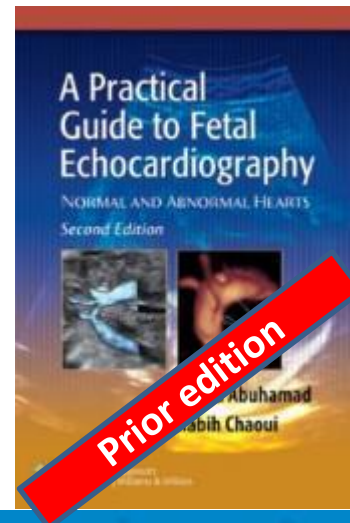
About the Author:

- Alfred Abuhamad, MD - Professor and Chair, Department of Obstetrics and Gynecology and Director of Maternal-Fetal Medicine

Competition:

- Rychik: Fetal Cardiovascular Imaging, 2011, ELS, video library
- Drose: Fetal Echocardiography, 2009, ELS, 1/2 contributors of sonographers
- Archer: Fetal Cardiology, 2009, Oxford, lots of echos
- Allan: Fetal Echocardiography, 2009, Cambridge, mostly normal anatomy

Pub Date: October
Price: \$149.99
Illustrations: 520
Bundle: Inkling
Markets:
pediatrics, family
medicine, internal
medicine,
emergency
medicine, pediatric
cardiologists



Backlist Titles - OB/GYN

- Evans: Manual of Obstetrics, 8e, 2014
 - Sales are down significantly against prior edition. STD 1267 units, prior edition sold 4k units in Y1
- Curtis: Glass Office Gynecology, 7e, 2014
 - STD 670 Units, prior edition sold 1627 first two months. Feedback?
- Cundiff: Te Linde's Techniques in Pelvic and Reconstructive Surgery, 2013
 - Significant drop-off: Y1 848 units, Y2 370
- Blumenthal: A Practical Guide to Office Gynecologic Procedures, 2013
 - Significant drop-off: Y1 701 – Y2 154
- Kovac: Advances in Reconstructive Vaginal Surgery, 2e, 2012
 - Sales are nominal (649 units to date). Feedback?
- ASCCP: Modern Colposcopy, 3e:
 - Updated to include new guidelines
- Looking for editors for Danforth's, Office Gynecology, Urogynecology, and Imaging Interpretation, particularly young, rising-stars in the field.
- Berek & Novak: Is it too big? Price? What needs to change in the new edition?
- Are our core texts priced too high? Are we pricing ourselves out of the market?
- What are the holes? What books do you need?

Appendix

Neurology Psychiatry

When you have to be right™

Brooks: Fundamentals of Sleep Technology Workbook



Wolters
Kluwer

About the Book:

- Companion title to Fundamentals of Sleep Technology, 2nd Edition
- Reinforce and facilitate the readers comprehension of material learned in the main text through case studies and questions (multiple choice, discussion questions) cross-referenced to the main text.
- Official text of the American Association of Sleep Technologists.

Key Features:

- Bundled eBook includes 5 learning modules, consisting of video, written summary and multiple choice questions.
- Testing processes and data analysis, basic anatomy and physiology, normal sleep, and sleep disorders in adult and pediatric patients.
- Practice essential polysomnography skills
- References to relevant published research and other scientific papers.

About the Author:

- Rita Brooks, MEd, R EEG/EP T, RPSGT, RST, CNIM
- Cynthia Mattice, MS, RPSGT, RST
- Teofilo Lee-Chiong, MD

Competition:

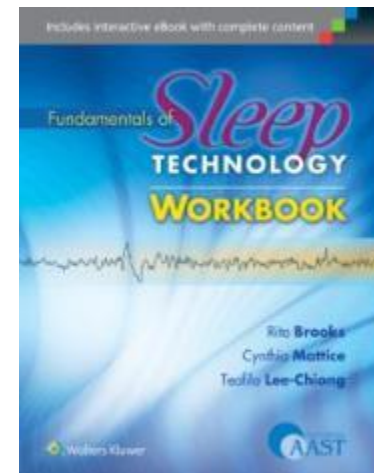
- Spriggs: Essentials of Polysomnography, 2009, \$69

Pub Date: January

Price: \$64.99

Illustrations: 102

Bundle: Inkling
Markets: sleep technologists, enrollees of sleep technology programs, respiratory therapy



When you have to be right™

12/23/2014

Wyllie: Wyllie's Treatment of Epilepsy, 6e



About the Book:

- Broad, detailed, and cohesive overview of seizure disorders and contemporary treatment options
- Assists neurologists and epilepsy specialists, neurology residents and fellows, and neuropsychologists in assessing and treating their patients with the latest treatment options

Key Features:

- 30% new content
- In-depth review of the subspecialties of epileptology, i.e., neuroimaging, epilepsy surgery, antiepileptic medications
- Online bank of over 450+ board review-style questions highlighting key concepts for board examinations and clinical practice

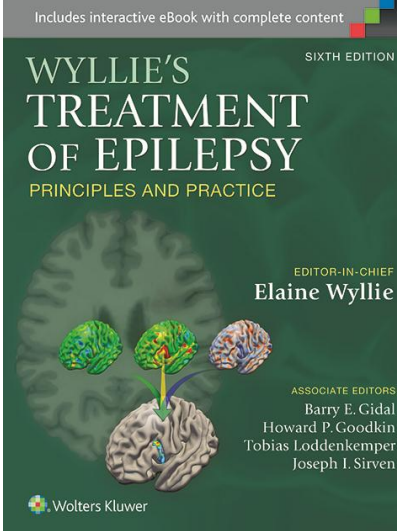
About the Author:

- Elaine Willie, MD - Director, Center for Pediatric Neurology, Cleveland Clinic
- Gregory Cascino, MD - Mayo Clinic
- Barry Gidal, Pharm D - University of Wisconsin
- Tobias Loddenkemper, MD, assistant professor of Neurology at Harvard

Competition:

- Shorvon: The treatment of Epilepsy, Wiley, 2009, \$331

Pub Date: March
Price: \$319.99
Illustrations: 416
Bundle: InKling
Markets: neurologists, epilepsy specialists, neurology residents, fellows, neuropsychologists



When you have to be right™

12/23/2014

Jankovic: Parkinson's Disease and Movement Disorders, 6e



About the Book:

- Parkinson's Disease is a leading neurologic disorder
- Text covers basic scientific information, as well as clinical guidance
- Focuses on new discoveries: role of ubiquitin-proteasome and autophagy systems in neurodegeneration; genetics of Parkinson's disease and other movement disorders; autoimmune movement disorders; novel deliveries of drugs; innovative medical and surgical treatment of Parkinson's disease and hyperkinetic movement disorders

Key Features:

- Videos demonstrating movement and posture abnormalities and other disturbances associated with Parkinson's disease and other neurologic disorders

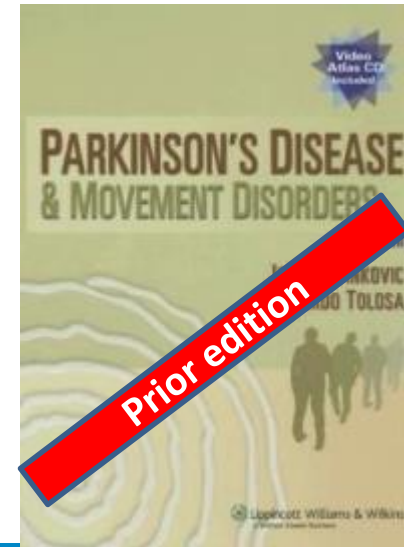
About the Author:

- Joseph Jankovic, MD - Professor of Neurology, Distinguished Chair in Movement Disorders, Director, Parkinson's Disease Center and Movement Disorders Clinic, Dept. of Neuro, Baylor College of Medicine
- Eduardo Tolosa, MD - Professor of Neurology, Director, Parkinson's Disease and Movement Disorder Unit, Dept. of NEU, Hospital Clinic Universitari, Univ. of Barcelona, Barcelona, Spain

Competition:

- Watts: Movement Disorders, McGraw Hill, 2011, \$195
- Hahn, Jankovic: Principles & Practice of Movement Disorders, 2011, \$192 w/Expert Consult

Pub Date: May
Price: \$198.99
Illustrations: 106
Bundle: Inking
Markets: neurology practitioners, neurology residents and fellows



When you have to be right™

12/23/2014

Campbell: Clinical Signs in Neurology: A Compendium



About the Book:

- Provides residents, fellows, and practicing neurologists with an invaluable encyclopedic resource that details the physical signs of neurological pathology.
- Important tool in learning the art of neurological examination

Key Features:

- 1,500 entries
- Video clips of disorders taking readers step-by-step through a neurological examination
- Color and half-tone illustrations to emphasize visual context

About the Author:

- William Campbell, MD, MSHA - Professor and Chairman, Dept. of Neurology, Uniformed Services University of Health Science

Competition:

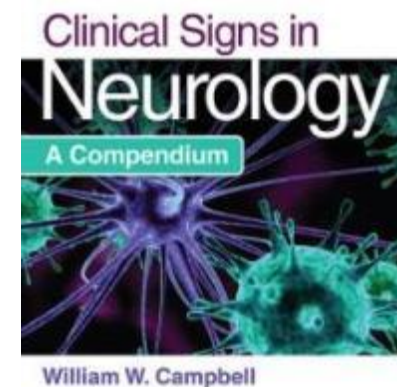
- Pryse-Phillips: Companion to Clinical Neurology, 2009, \$150, 7,000 entries

WKH Related Titles:

- Biller: Practical Neurology and Practical Neurology Visual Guide
- Campbell: Dejong's The Neurological Examination
- Merritt's Neurology

Pub Date: September
Price: \$69.99
Illustrations:
Bundle: InKling
Markets: neurology
residents, neurologists

Includes interactive eBook with video



Wolters Kluwer

When you have to be right™

12/23/2014

Louis: Merritt's Neurology, 13 e



About the Book:

- Offers neurologists key tools for practice; protocols; treatment guidelines, clinical pathways; therapeutic recommendations and imaging
- Provides the essentials clinicians need on symptoms/signs, diagnostic tests, and neurologic disorders of all etiologies.

Key Features:

- Color design
- Videos on InKling
- Expanded neuroimaging
- Book has been thoroughly reorganized and updated

About the Author:

- Elan Louis, MD - Columbia University
- Stephan Mayer, MD - Division of Critical Care Neurology, Neurological Institute
- Lewis Rowland, MD - Neurological Institute

Competition:

- Goetz: Text of Clinical Neurology, Elsevier, 2007, \$200
- Bradley: Neurology in Clinical Practice, Elsevier, 2012, \$500, w/ Expert Consult
- Adams & Victor's Principles of Neurology, McGraw Hill, 2009 \$153, primary competitor.

Pub Date:

September

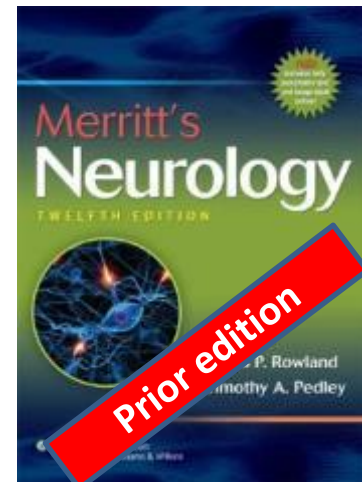
Price: \$169.99

Illustrations: 325

Bundle: InKling

Markets:

neurologists, and
neurology fellows
and residents



When you have to be right™

12/23/2014

Herron: The ASAM Essentials of Addiction Medicine, 2e

About the Book:

- Derived from The ASAM Principles of Addiction Medicine, 5th Edition
- Companion resource presents the collective wisdom of hundreds of esteemed authorities on the art and science of addiction medicine.

Key Features:

- Bundled with inkling and Q&A for ABAM review

About the Author:

- Abigail J. Herron, DO - Dir. of Psy, Institute for Family Health, Assist. Professor of Psychiatry, Icahn School of Medicine at Mt. Sinai
- Timothy Koehler Brennan, MD, MPH - Associate Director, Fellowship in Addiction Medicine; The Addiction Institute of New York

Competition:

- Perkinson: Chemical Dependency Counseling, 2011, Sage, \$112
- Miler: Treating for Addiction, Guilford Press, 2011, \$50
- Galanter: Psychotherapy for the Treatment of Addiction, APPI, 2010, \$67
- The American Psychiatric Publishing Textbook, 2008, APA, \$188

WKH Related Titles:

- The ASAM Principles of Addiction Medicine, 5th Edition
- Substance Abuse Handbook, 2nd edition, 2013
- Lowinson & Ruiz's Substance Abuse: A Comprehensive Handbook, 5e

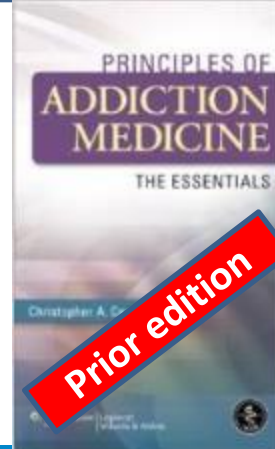
Pub Date: May

Price: \$79.99

Illustrations: 17

Bundle: Inkling

Markets: Psychiatry practitioners and residents, social workers, and other mental health professionals in the field of addiction medicine, primary care, physician assistants, nurse practitioners, substance abuse counselors



Backlist Titles - Neurology/Psychiatry



Key Backlist Title Feedback:

- Higgins: The Neuroscience of Clinical Psychiatry, 2e: Market feedback? Y2 sales have dropped off: 819 units compared to 1300 in Y1
- Klykylo: Green's Child and Adolescent Clinical Psychopharmacology, 5e: Market feedback?
- Ruiz: Substance Abuse Handbook 2e: Market feedback?

Specialty Questions:

- Neurology:
 - Holes in the specialty: epilepsy review book, what else? What revisions would you like to see?
- Psychiatry:
 - Looking for editor recommendations for Sadock franchise and board review.
 - Lowinson & Ruiz Substance Abuse: feedback? Sales are down. Is it priced too high? Too big? Too much overlap with ASAM?
 - Holes in the specialty: What's missing? Needs revisions?

Appendix

Cardiology

When you have to be right™

Bertrand: Best Practices for Transradial Approach in Diagnostic Angiography and Intervention



About the Book:

- Focuses on newer, more patient-friendly transradial approach to PCI, citing more evidence and confirming its superiority over traditional femoral approach for PCI
- Changing healthcare system in the US will encourage this approach - no overnight stays, easier on the patient with fewer complications

Key Features:

- Includes tips and tricks for the procedures, in addition to evidence from small studies and experienced facilities
- Clear anatomical drawings with angiographic correlations

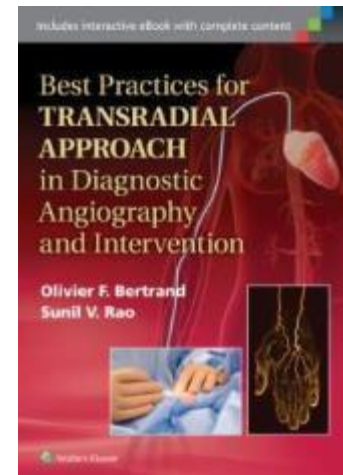
About the Authors:

- Olivier F. Bertrand, MD, PhD, FSCAI - Interventional Cardiologist, Quebec Heart-Lung Institute; Assoc. Prof. of Medicine, Laval Univ.; Adjunct Professor, Dept. of Mechanical Engineering, McGill University; Director, CAIC Transradial Interventions Working Group, Int'l Chair on Transradial Approach and Interventional Cardiology
- Sunil V. Rao, MD - Associate Prof., Duke University Medical Center, Section Chief, Cardiovascular Medicine, Durham VA Medical Center, Durham, NC

Competition:

- Hamon: Transradial Approach for Clinicians, Stethoscope, 2010, \$160
- Patel: Atlas of Transradial Interventions, Seascript, 2007, \$197 - Indian editor/publisher

Pub Date: January
Price: \$139.99
Illustrations: 227
Bundle: Inking
Markets:
Interventional
cardiologists,
cardiologists,
cardiology fellows



When you have to be right™

12/23/2014

Steinberg: Evidence-Based Cardiology, 4e



About the Book:

- Pocket-sized handbook designed to provide quick and easy access to summaries of the latest clinical trials that support or refute an intervention to determine the most appropriate and cost-effective diagnostic tests and treatments for patients

Key Features:

- Important additions to chapters on heart failure, including Left Ventricular Assistive Devices and other advanced therapies
- Acute Coronary Syndrome chapter additions, including new antiplatelet therapies, management strategy updates and significant data on outcomes and guidelines adherence
- Indexed trial acronyms

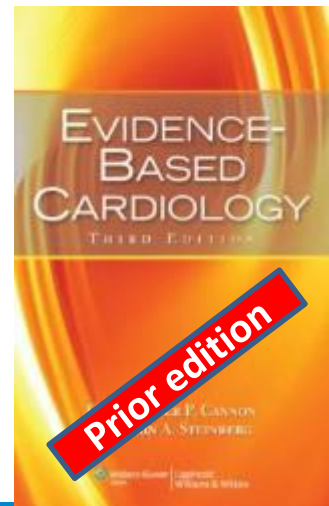
About the Author:

- Christopher P. Cannon, MD - Cardiovascular Division, Brigham and Women's Hospital
- Benjamin Steinberg, MD, MHS - Cardiac Electrophysiology Section, Duke University Medical Center, Duke Clinical Research Institute

Competition:

- Stergiopoulos: Evidence Based Cardiology Consult, 2013, Springer, \$219 - intends to be comprehensive rather than handbook
- Yusuf: Evidence-Based Cardiology, Wiley, 2009, \$345 - comprehensive text, not a collection of trial synopses

Pub Date:
October
Price: \$69.99
Illustrations:
Bundle: Inkling
Markets:
Cardiology
fellows,
cardiologists



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12/23/2014

Josephson: Josephson's Clinical Cardiac Electrophysiology, 5e



About the Book:

- Mechanisms of cardiac arrhythmias and therapeutic interventions used to treat arrhythmias; includes detailed electrophysiologic methodology required to define the mechanism and site of origin
- Content focus: mechanisms, clinical implications, limitations of current therapeutic interventions, including drugs, implantable devices, and catheter and surgical ablation

Key Features:

- 50 new figures with better use of color, and increased number of 3-D color anatomical mapping images
- New drug information and technologies in ablation and pitfalls of interpreting data
- Information on new catheters
- Video procedures and ECG tracings in motion

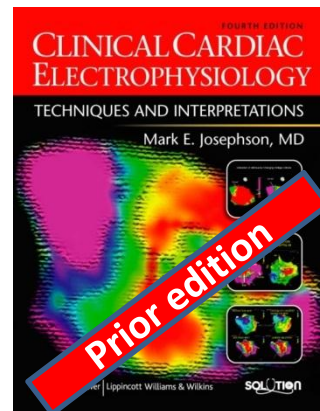
About the Author:

- Mark Josephson, MD - Prof. of Medicine, Harvard Medical School; Director, Thorndike Electrophysiology Institute and Arrhythmia Service, Beth Israel Deaconess Hospital
- David Callans, MD - Professor of Medicine at the Hospital of the Univ. of PA

Competition:

- Zipes: Cardiac Electrophysiology, 2009, Elsevier, \$350 - comprehensive, online text
- Issa: Clinical Arrhythmology and Electrophysiology, 2012, Elsevier, \$199 - videos

Pub Date:
November
Price: \$269.99
Illustrations:
Bundle:
Inking
Markets:
cardiologists,
cardiology
fellows



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12/23/2014

Backlist - Cardiology

- Sorrell: Questions, Tricks, and Tips for the Echocardiography Boards
- Kaplan/Victor: Kaplan's Clinical Hypertension
- Eidem: Echocardiography in Pediatric and Adult Congenital Heart Disease
- Cho: Cardiology Intensive QA Board Review

What are the titles that are hurting or doing well and why?

- Moscucci - lower sales
- Wagner - lower sales
- Siegel - significantly underperforming
- Cleveland Clinic Cardiology Board Review - underperforming
- Klein - Format?

Appendix

Internal Medicine

When you have to be right™

Paulman: Taylor's Manual of Family Medicine, 4e



About the Book - "Best board review ever"

- High-yield resource for family medicine
- Breadth: ob/gyn and childbirth, pediatrics, mental health
- Templated chapters: diagnosing, clinical presentation, differential diagnosis, screenings
- New chapters: delirium, movement disorders, dementia, acute MSK injuries

Key Features:

- Board prep tool for ABFP certification and recertification exams
- Topics follow ACGME and AAFP program requirements for residency training
- More conversational than 5MC, more in-depth view of fewer topics

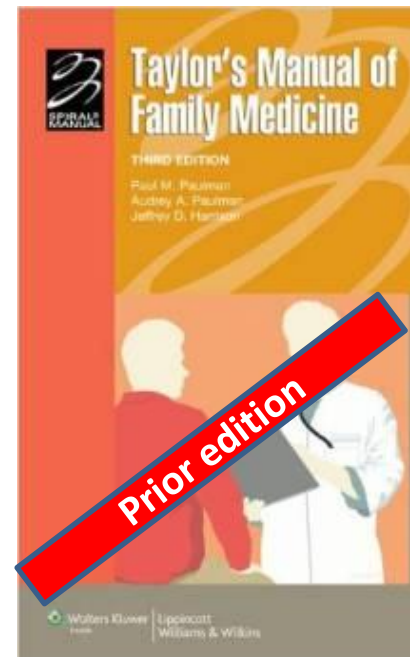
About the Authors:

- Paul Paulman, MD - Univ. of Nebraska Medical Center
- Audrey Paulman, MD - Univ. of Nebraska Medical Center
- Kimberly Karzynka, MD - Univ. of Nebraska Medical Center
- Nathan Falk, MD, CAQSM - Offutt Airforce Base, NE

Competition:

- Family Medicine: Principles and Practice, Springer, \$309, 2002 (new edition forthcoming)

Pub Date: May
Price: \$59.99
Illustrations: 25
Bundle: Inking
Markets: family medicine residents, fellows, clinicians, physicians, APRN, PAs



Domino: 5-Minute Clinical Consult 2016, 24e



About the Book:

- Print + access to point-of-care reference site, 5MinuteConsult.com
- 2,100+ diseases and conditions
- CME/CE credits while you search the site
- Mobile optimized

Key Features:

- 200+ diagnosis and treatment algorithms
- 200 PT and procedure videos
- Drug information from F&C A to Z Drug Guide
- Lab tests from Wallach's Interpretation of Diagnostic Tests
- Clinical Guidelines from U.S. Preventative Services Task Force
- Patient Education handouts from LexiComp

About the Editors:

- Frank Domino, MD - Professor, Pre-doctoral Education Director, Department of Family Medicine and Community Health, Univ. of Mass.
- Robert Baldor, MD - Professor, Department of Family Medicine and Community Health, Univ. Mass.
- Jeremy Golding, MD - Professor of Family Medicine and of Obstetrics and Gynecology, Quality Officer - Department of Family Medicine and Community Health, Univ. of Mass.
- Mark Stephens, MD, MS, FAAFP - Professor and Chair, Department of Family Medicine, Uniformed Services University of the Health Sciences

Pub Date: May

Price: \$199 OR \$99

Markets: Clinicians, residents, students in: GFP, INM, PA, NP, plus significant cross-sell opportunities

Bundle: Premium edition – 5MinuteConsult.com

ACTIVATE 1-YEAR ACCESS
TO EXCLUSIVE ONLINE CONTENT, CME/CE CREDITS, AND UPDATES AT
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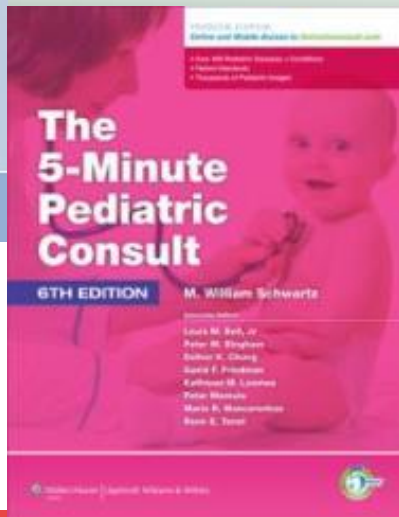
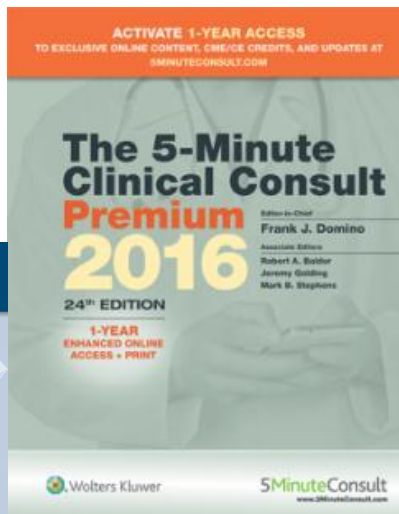
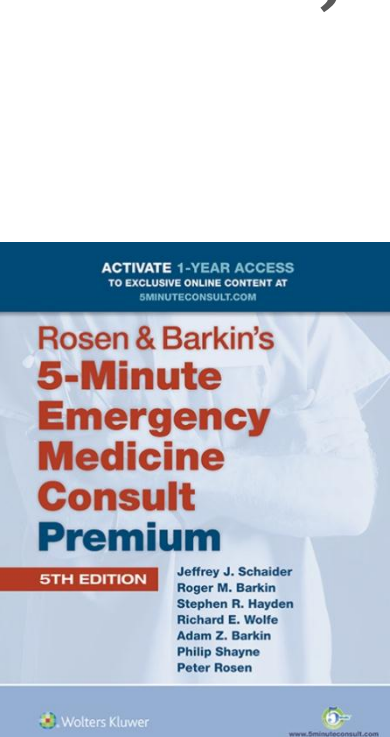
Editor-in-Chief
Frank J. Domino
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Robert A. Baldor
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Mark S. Stephens

Wolters Kluwer

5MinuteConsult
www.5MinuteConsult.com

When you have to be right™

Domino: 5-Minute Clinical Consult 2016, 24e



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DeFer: Washington Manual of Outpatient Internal Medicine, 3e



About the Book:

- Addresses common encounters in outpatient internal medicine - hypertension, diabetes
- Tables and figures guide readers through evaluation and management of the most common medical problems encountered in outpatient internal medicine
- Godara: Wash. Manual of Medical Therapeutics is a complementary package

Key Features:

- Washington Manual format
- Templated chapters for easy lookup and enhanced readability
- Evidence-based

About the Author:

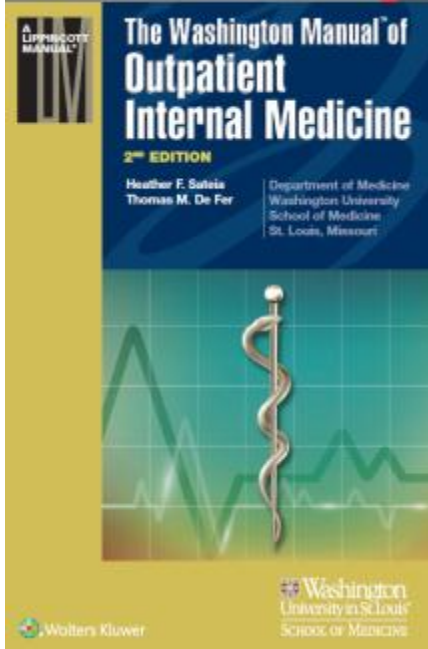
- Thomas M. De Fer, MD, FACP - Professor of Medicine, Director, Internal Medicine Clerkship and ACES Program, Washington Univ. School of Medicine
- Heather Sateia, MD - Instructor of Medicine, Division of General Internal Medicine, Johns Hopkins University School of Medicine

Competition:

- Mengel: Family Medicine Ambulatory Care, McGraw Hill, \$60.99

Pub Date: May
Price: \$59.99
Illustrations: 45
Bundle: Inking
Markets: Outpatient clinics, practitioners, residents, PA, NP

Includes interactive eBook with complete content



When you have to be right™

12/23/2014

Mayeaux: Essential Guide to Primary Care Procedures, 2e

About the Book:

- Comprehensive, hands-on guide to more than 100 of the most essential medical procedures most commonly performed in an office setting
- Step-by-step instructions and illustrations for each procedure and strategies for avoiding pitfalls
- Each chapter includes: CPT codes, average U.S. fee for each procedure, complications, post-procedure consideration, pearls, pitfalls

Key Features:

- New Topics: peripheral nerve blocks, topical anesthesia, dorsal penile block, hand-held ultrasound, dermoscopy, and more
- 1,400+ images

About the Author:

- E.J. Mayeaux, Jr., M.D., DABFP, FAAFP - Prof. and Chairman, Dept. of Family and Preventive Medicine, Professor of OBGYN, Univ. of SC School of Medicine, Clinical Professor of Family Medicine, Univ. Health - Shreveport, LA

WKH Related Titles:

- Small: Dermal Fillers, Botulinum Toxins
- McNabb: Joint & Soft Tissue Injections

Competition:

- Pfennifer and Fowler's Procedures for , Elsevier, 2010 - includes every procedure (1,776 pages), \$163

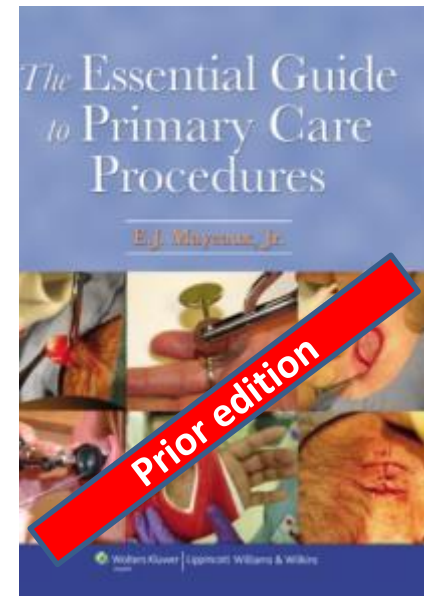
Pub Date: June

Price: \$139.99

Illustrations:

Bundle: Inking

Markets: General practice, primary care, NP and PA students, residents



Shea: Improving Medication Adherence: How to Talk With Patients About Their Medications, 2e



About the Book:

- Practical exploration of Interfacing between how words can impact whether or not patients are interested in taking medications and staying on them
- Clinical interviewing and medical adherence

Key Features:

- Information on the Medical Interest Model
- Interviewing tips from thousands of clinicians
- 40 specific interviewing techniques that are useful for medications for all diseases states: hypertension, diabetes, schizophrenia, etc.

About the Author:

- Shawn Shea, MD

Competition:

- Bosworth: Patient Treatment Adherence, Lawrence Erlbaum Associates, 2005 (how to measure success)
- Fincham: Patient Compliance with Medications, Informa Healthcare, 2007 (theory vs. practicality)
- Psychiatric Interviewing: the Art of Understanding A Practical Guide for Psychiatrists, Psychologists, Counselors, Social Workers, Nurses, and Other Mental Health Professionals, Elsevier, 1998, \$79.95, broader in scope

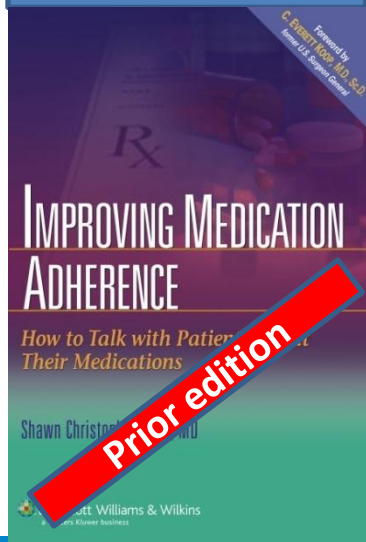
Pub Date: August

Price: \$52.99

Illustrations:

Bundle: Inklings

Markets: general medicine physicians and nurses, clerkships, students, house officers, case managers, pharmacists, Pas



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12/23/2014

Fondahn: Washington Manual of Patient Safety & Quality Improvement



Wolters
Kluwer

About the Book:

- Multidisciplinary overview of common principles in patient safety and quality improvement (PS/QI) in complex health systems
- Concepts are introduced in clinical vignettes
- Introduces models, measurements and tools to assess PS/QI
- Discuss medical errors, how to respond to adverse events, potential solutions

Key Features:

- Addresses PS/QI in specific clinical settings - radiology, emergency department, surgery, ambulatory
- PS/QI component of core curriculum and more schools are teaching more of it and putting more rigor around the programs
- PS/QI sections of MOC cause much confusion - good resource for review

About the Authors: Washington University

- Emily Fondahn, MD - Patient Safety and Quality Fellow; INM Instructor
- Thomas Defer, MD - Associate Professor of Medicine, Clerkship Director
- Michael Lane, MD - Patient Safety Officer
- Andrea Vanucci, MD, DEAA - Patient Safety Officer

Competition:

- Wachter: Understanding Patient Safety, McGraw Hill, 2012, \$32

Pub Date: August

Price: \$39.99

Illustrations:

Bundle: Inkling

Markets: medical students, residents, physicians, patient safety officers, pharmacists, nurses

Alpers: Manual of Nutritional Therapeutics, 6e

About the Book:

- Meant for quick retrieval of information on management of nutritional issues in patients with gastroenterological problems, either primary or as a result of other disorders (diabetes, hyperlipidemia and obesity.)
- Addresses normal physiology and pathophysiology, as well as diseases that can lead to specific nutritional problems
- Fills educational need in gastroenterology fellowship programs for therapeutic nutrition and dietary management

Key Features:

- Information on individual nutrients in a dedicated section covering nutrient components
- Specific metabolic disorders - diabetes, dyslipidemia, renal disease

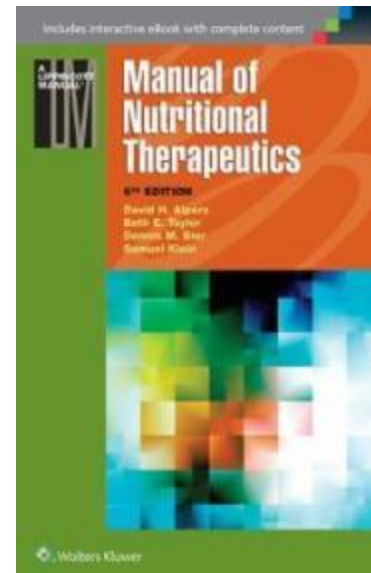
About the Author:

- David H. Alpers, M.D. - William B. Kountz Professor of Geriatrics in Medicine, Assistant Director, Center for Human Nutrition, Wash. Univ. School of Medicine
- Beth E. Taylor, D.C.N., R.D.N, L.D, C.N.S.C, F.C.C.M - Nutrition Support Specialist, Surgical Intensive Care Unit, Barnes-Jewish Hospital

WKH Related Titles:

- Katz: Nutrition in Clinical Practice, 2014

Pub Date: February
Price: \$69.99
Illustrations: 25
Bundle: Inking
Markets:
Gastroenterology,
internal medicine
family medicine,
residents/fellows



Small: A Practical Guide to Lasers



About the Book:

- Guides primary care providers interested in expanding practice into cosmetic procedures with lasers; including patient selection, set up and treatment
- Practical succinct, and written at the level of primary care practitioners

Key Features:

- Step-by-step easy to read templated format
- Videos for most procedures
- About the Author: Rebecca Small, MD - Director, Medical Aesthetics Training, Natividad Medical Center, Family Medicine Residency Program, UCSF

Competition:

- Goldberg: Procedures in Cosmetic Dermatology, 2008, Elsevier - Priced
- Carniol: Clinical Procedures in Laser Skin, 2007, Informa - No video
- Goldman: Cutaneous and Cosmetic Laser Surgery, 2006 Mosby - Textbook
- Goldberg: Laser Dermatology, 2e, Springer, 12/2012
- Mysore: Cutaneous /Aesthetic Surgery, Lasers and Dermatotomy, Jaypee, 2012

WKH Related Titles:

- Small: A Practical Guide to Dermal Filler Procedures; A Practical Guide to Botulinum Toxin Procedures; Practical Guide to Chemical Peels, Microdermabrasion & Topical Products
- McNabb: A Practice Guide to Joint and Soft Tissue Injections
- Mayeaux: The Essential Guide to Primary Care Procedures

Pub Date: September
Price: \$99.99
Illustrations:
Bundle: Inkling
Markets: Family medicine, estheticians, PA, NP



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Key Cross-over Titles

- Thaler: The Only EKG Book You'll Ever Need, 8e
- Shea: Improving Medication Adherence: How to Talk With Patients About Their Medications, 2e
- Fondahn: Washington Manual of Patient Safety
- Nelson: Systematic Evidence Reviews to Answer Health Care Questions
- Browner: Publishing and Presenting Research
- McPhaul: Clinical Research: From Proposal to Implementation
- Hulley: Designing Clinical Research
- Lo: Resolving Ethical Dilemmas
- Godara: Washington Manual of Medical Therapeutics
- Sabatine: Pocket Medicine

Backlist Titles - INM/GFP

- Goroll: Primary Care Medicine - updates!
- Packages:
 - Sabatine: Pocket Medicine and Godara: Washington Manual of Medical Therapeutics
 - Chong: Pocket Primary Care and Fondahn Washington Manual of Outpatient IM
- McNabb: A Practical Guide to Joint & Soft Tissue Injection
- Snyder: Wallach's Interpretation of Diagnostic Tests
- Cross-over with physician assistants and nurse practitioners
- New editions needed?
- Additional titles:
 - Problem-Based Learning or team based learning
 - Procedures Manual (residents)
 - Choosing the Best Test
 - INM Board Review (to replace Stoller)
 - Limited Print Run/HealthLibrary - Gastro, Endo, etc.
 - Patient education materials for meaningful use

Appendix

Dermatology

When you have to be right™

Markowitz: A Practical Guide to Dermoscopy



Wolters
Kluwer

About the Book:

- Dermoscopy - practice of using small handheld device which uses polarized light to reveal details about skin lesions that aid clinicians in making a diagnosis about whether a lesion is cancerous or non-cancerous
- Traditional methods (ABCD, CASH, 7-Point checklist, Menzies) to diagnosis make it difficult for residents and non-dermatologists to understand dermoscopy and to make the right diagnosis

Key Features:

- Chapters walk reader through each possible diagnosis for every color (brown, red, yellow, blue, pink/white) helping clinicians understand the lesion they're seeing before making a diagnosis
- Overview section provides instruction on how to incorporate into practice
- Richly illustrated

About the Author:

- Orit Markowitz, MD - Associate Professor, Department of Dermatology, Mt. Siani School of Medicine, NY

Competition:

- Soyer: Dermoscopy: The Essentials, Elsevier, 2011

WKH Related Titles:

- The Small series

Pub Date: September
Price: \$99.99
Illustrations: 256
Bundle: InKling
Markets: Dermatology,
family medicine,
general practice,
residents

Goodheart's Photoguide to Common Skin Disorders, 4e



About the Book:

- Diagnosis and management of common dermatologic complaints
- Describes distinguishing features of diseases to properly diagnose
- Formatted approach: description, manifestations, diagnosis, differential diagnosis and management

Key Features:

- Formulary tables of topical agents and brand names
- Photos of look-alikes juxtaposed for quick comparison
- 900+ images
- New chapters: dermoscopy, hyperhidrosis, teledermatology
- Step-by-step descriptions of basic dermatologic procedures

About the Author:

- Herbert Goodheart

Competition:

- Habif: Clinical Dermatology w/Expert Consult, Elsevier, 2009 - very expensive, more for dermatologists
- Fitzpatrick's Color Atlas and Synopsis, McGraw Hill, 2009 - no electronic

WKH Related Titles:

- Hall: Sauer's Manual of Skin Disease, 2010; VisualDX: Essential Adult Derm, 2010; Goodheart's Same-Site Differential Diagnosis, 2010

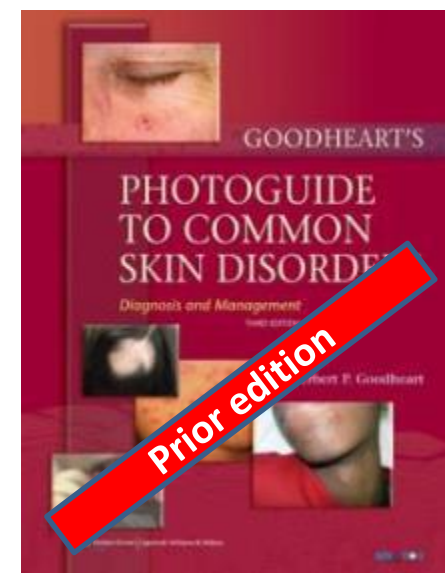
Pub Date: August

Price: \$99.99

Illustrations: 910

Bundled: Inkling

Markets: general practice, primary care, dermatology



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12/23/2014

Appendix

Immunology/ Infectious Disease/ Virology

When you have to be right™

Key Backlist

DERMATOLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Arndt: Manual of Dermatologic Therapeutics, 8e	3/5/2014	7,000	1,178	9.3
Kroumpouzou: Text Atlas of Obstetric Dermatology, 1e	11/6/2013	3,500	437	13.1

- Why isn't Kroumpouzou selling?
- Are we getting any feedback on Arndt?

List Plans

- Council: Washington Manual of Dermatology Diagnostics, 1e
- Krakowski: Scar Revision, Mitigation, and Rehabilitation, 1e
- Spitz: Spitz's Genodermatoses, 3e
- Kaufman: Practical Facial Reconstruction, 1e
- Edwards: Genital Dermatology, 3e
- Hall: Sauer's Manual of Skin Disorders, 11e
- Dermatology Deck, 1e

New Editions

What are people requesting? What are the gaps? Recommendations?

Key Backlist



Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market	Performance rate
Amsterdam: Antibiotics in Laboratory Medicine, 6e	9/18/2014	1,505	367	2.9	232%
Scheld: Infections of the Central Nervous System, 4e	5/21/2014	1,700	583	6.8	167%
Jarvis: Bennett & Brachman's Hospital Infections, 6e	11/6/2013	2,152	825	13.1	83%
Knipe & Howley: Field's Virology, 6e	6/17/2013	5,800	2,645	17.7	79%
Paul: Fundamental Immunology, 7e	12/11/2012	4,901	2,324	23.7	54%
Kirmani: The Washington Manual of Infectious Disease Subspecialty Consult, 2e	11/26/2012		2,144	24.2	#DIV/0!
Myers: Gantz's Manual of Clinical Problems in Infectious Disease, 6e	11/26/2012		1,026	24.2	#DIV/0!

- For Paul, is the e-only reference list impacting sales? How are institutional sales?
- Any suggestions for the next editions of Paul or Myers?

List Plans

- Paul: Fundamental Immunology, 8e
- Myers: Gantz's Manual of
Clinical Problems in Infectious Disease, 7e

New Editions?

Holes in the specialty?

- Infectious Disease Board Review, 1e

Appendix

Nephrology Public Health/ Epidemiology

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Key Backlist

NEPHROLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Daugirdas: Handbook of Dialysis, 5e	11/14/2014	21,545	1,497	1.1
Schrier: Manual of Nephrology, 8e	6/26/2014	6,299	957	5.6
Leehey: Handbook of Nephrology, 1e	3/22/2013	4,198	1,250	20.5
Schrier: Schrier's Diseases of the Kidney, 9e	10/11/2012	2,457	1,539	25.7

New Editions?

- Lerma: Henrich's Principles & Practice of Dialysis, 5e
- Leehey: Nephrology Rounds Demystified, 1e
- Danovitch: Handbook of Kidney Transplantation, 6e
- Nephrology Board Review
- Pocket Nephology

Holes in the specialty?

- Board review, palliative care

Key Backlist



PUBLIC HEALTH/EPIDEMIOLOGY

Author/Title/Ed	Publication date	Predicted units	Actual units	Months on market
Nelson: Systematic Reviews to Answer Health Care Questions, 1e	6/5/2014	3,802	319	6.3
Hulley: Designing Clinical Research, 4e	7/2/2013	34,777	10,128	17.2
Lo: Resolving Ethical Dilemmas, 5e	1/28/2013	6,500	4,612	22.2
Browner/Publishing and Presenting Clinical Research, 3e	5/7/2012	4,200	1,683	30.8

New editions?

- Jalali: Experimental Methods in Basic Science Research/1e
- Rothman: Modern Epidemiology/ 4e
- Fletcher: Clinical Epidemiology: The Essentials, 6e
- Mayhall: Hospital Epidemiology and Infection Control, 5e

Holes in the specialty?

- Statistics

Appendix

Ophthalmology & Optometry

When you have to be right™

Chern: Review Questions in Ophthalmology, 3e

About the Book:

- Concise review of all areas of ophthalmology specialty rotations, plus key areas such as embryology, anatomy, pediatrics, plastics, and lenses

Key Features:

- Real-life cases presented with more than 1,000 MC questions with answers and explanations - ThePoint Bundled access
- Updates including: new developments in glaucoma and cataract surgery, new medications for glaucoma and retina
- 400 photographs, fluorescein angiograms, CT, MRI, and ultrasound images
- Considered the best review book for Q/A board review

About the Author:

- Kenneth Chern, MD - Assistant Clinical Professor, Francis I. Proctor Foundation, Univ. of California, San Francisco
- Michael A. Saidel, MD - Clinical Assistant Professor, Director of Cornea Service, Department of Ophthalmology, University of Chicago

Competition:

- Trattler: Review of Ophthalmology, 2012, Saunders - not a Q&A book
- Tamesis: Ophthalmology Board Review, 2005, McGraw-Hill

WKH Related Titles:

- Chern: Ophthalmology Review Manual, 2011
- Sheth: The Massachusetts Eye and Ear Infirmary, 2011

Pub Date: January

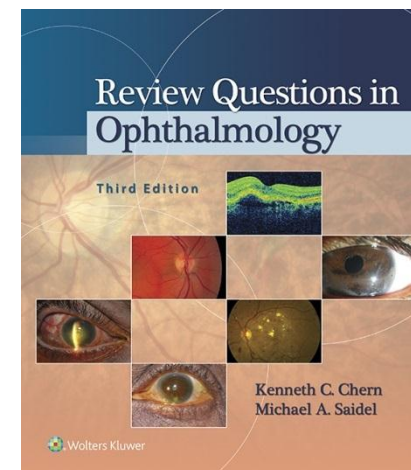
Price: \$122.99

Illustrations: 425

Bundle: ThePoint

Markets:

ophthalmology
physicians and
residents



Miller: Walsh & Hoyt's Clinical Neuro-Ophthalmology: The Essentials, 3e



About the Book:

- Specialty involves the relationship between neurologic and ophthalmic disease, and local pathology affecting optic nerve and visual pathways
- Essential and clinically oriented information about neuro-ophthalmic disease
- Synthesized from the larger Clinical Neuro-Ophthalmology book (not being revised)

Key Features:

- 5 sections - afferent visual system, the pupil, the efferent (ocular motor) system, the eyelid, and non-organic disorders
- 300+ photographs
- 25-30 videos included in the Inkling bundle
- Makes clinical neuro-ophthalmology more accessible to general ophthalmologist

About the Author:

- Neil Miller, MD - Professor of Neuro-Ophthalmology, Wilmer Eye Institute, Johns Hopkins Hospital *Internationally recognized as the foremost authority
- Perm Subramanian, MD - Associate Professor of Neuro-Ophthalmology, Wilmer Eye Institute, Johns Hopkins Hospital

Competition:

- Kline: Neuro-Ophthalmology Review Manual, Slack, 2012, \$65, bulleted book
- Liu: Neuro-ophthalmology, Saunders, 2010, general reference
- Biousse: Neuro-ophthalmology Illustrated, Thieme, 2009 - atlas format

Pub Date: August

Price: \$139.99

Illustrations: 831

Bundle: Inkling

Markets: neuro-ophthalmology physicians and residents; neurology, optometry, general ophthalmology

Walsh and Hoyt's
Clinical
Neuro-Ophthalmology:
THE ESSENTIALS
Second Edition



Prior edition

Neil R. Miller
Nancy J. Newman
Valérie Biousse
John B. Kerrison

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12/23/2014

Lois: Fundus Autofluorescence, 2e



About the Book:

- FAF imaging is an increasingly important diagnostic technique for the evaluation of retinal disease, particularly age-related macular degeneration, and retinal degeneration, posterior uveitis, and intraocular tumors
- Provides complementary information to current imaging modalities - fluorescein angiography, indocyanine angiography and optical coherence tomography
- 2nd edition provides reader with up-to-date knowledge of basic aspects for FAF - synthesis and degradation of lipofuscin, techniques to image and quantify FAF, normal distribution and alteration that occur

Key Features:

- Greatly expanded information—nearly doubled in size and coverage from 1/e
- Compares other imaging techniques where appropriate
- 1000+ photographs

About the Author:

- Noemi Lois, MD - Centre for Vision and Vascular Science, Queens University,
- John Forrester, MD - Institute of Medical Sciences, Aberdeen & Grampian University Hospitals

Competition:

- Agarwal: Fundus Fluorescein and Indocyanine Green, Slack, 2008 - doesn't cover FAF
- Holz: Atlas of FAF, Springer, 2007 - less images and coverage, old.

Pub Date:

September

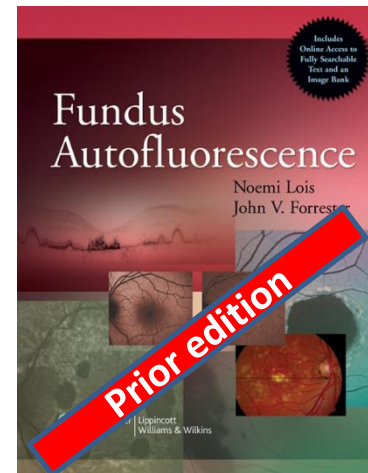
Price: \$184.99

Illustrations: 1,000+

Bundle: InKling

Markets:

ophthalmology
physicians and
fellows



When you have to be right™

12/23/2014

Key Backlist



Author/Title/Ed	Pub Date	Predicted units	Actual units	Months on market
Alfaro: Age-Related Macular Degeneration, 2e	10/4/2014	1,799	268	2.3
Wilson: Pediatric Cataract Surgery, 2e	2/11/2014	1,194	371	9.9
Rootman: Orbital Surgery, 2e	11/18/2013	1,803	678	12.6
Kertes: Evidence-Based Eye Care, 2e	10/23/2013	1,202	445	13.5
Nelson: Harley's Pediatric Ophthalmology, 6e	9/30/2013	1,556	592	14.2
Bennett: Clinical Manual of Contact Lenses, 4e	9/23/2013	2,801	1,581	14.5
Hartnett: Pediatric Retina, 2e	9/5/2013	1,097	494	15.0
Scheiman: Clinical Management of Binocular Vision, 4e	8/23/2013	5,500	1,896	15.5
Feder: The LASIK Handbook, 2e	5/23/2013	1,797	570	18.4
Lois: Complications of Vitreo-Retinal Surgery, 1e	5/13/2013	1,901	647	18.7
Dutton: Atlas of Oculoplastic and Orbital Surgery, 1e	10/16/2012	2,994	1,009	25.5
Rhee: Glaucoma (Wills Eye), 2e	5/29/2012	4,401	1,334	30.0
Savino: Neuro-ophthalmology (Wills Eye), 2e	5/16/2012		1,484	30.4
Taub: Visual Diagnosis and Care of the Patient with Special Needs, 1e	5/7/2012	3,500	624	30.7
Fineman: Retina (Wills Eye), 2e	5/2/2012	4,495	2,324	30.9
Gerstenblith: The Wills Eye Manual, 6e	3/19/2012	25,996	13,178	32.3

When you have to be right™

12/23/2014

List Plans

Scheduled for 2016 and 2017

- Bagheri/Wills Eye Manual/7e 2016
- Sheth/OCT Manual/1e 2016
- Shields/Eyelid, Conjunctival, and Intraocular Tumor/3e 2016
- Flynn/Endophthalmitis 2017
- Multiple/Wills Eye Colour Atlas Series 2017
- Kunimoto/Wills Eye Video Atlas of Ocular Surgery 2017
- Eagle/Eye Pathology Atlas and Text 2017
- Onofrey/Ocular Therapeutics Handbook/4e 2017
- Erickson/Oculoplastics/1e 2017

New Editions?

- OCT

Holes in specialty?

- Retina, OCT

Appendix

Emergency Medicine

When you have to be right™

Shah: Essential Emergency Medicine Procedures, 2e



About the Book:

- Presents the most commonly seen procedures in a consistent, bulleted, outline format, organized by body systems with corresponding ultrasound procedures

Key Features:

- Safety and Quality section is added to this edition combining Common Pitfalls and Pearls, aligning with the ACA's focus on outcomes-based management
- 7 new critical care chapters have been added - Video Laryngoscopy, Delayed Sequence Intubation, No DESAT & Pulse Oximetry Lag, Meconium Aspirator, E-FAST, plus Retrograde Urethrogram/Cystogram and Soft-Tissue Ultrasound
- New Trauma section and Foreign Body Removal Section
- Now in color

About the Author:

- Kaushal Shah, MD - Residency Director, Emergency Department Director of Trauma Services, St. Luke's-Roosevelt Hospital Center, University Hospital of Columbia University College
- Chilembwe Mason, MD - Attending, Department of Emergency Medicine, Bronx-Lebanon Hospital Center

Competition:

- Roberts and Hedges' Clinical Procedures in Emergency Medicine, 2013, Elsevier \$239
- Reichman, Emergency Medicine Procedures, 2013, McGraw Hill, \$225.00
- Buttaravoli, Minor Emergencies, 2012, Elsevier, \$89.95

Pub Date: April

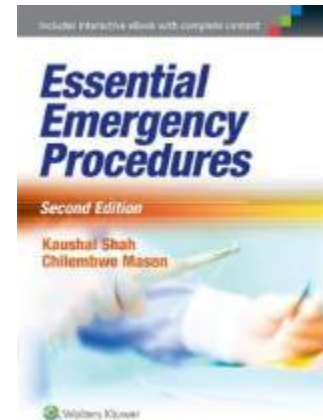
Price: \$89.99

Illustrations:

337

Bundle: Inking

Markets: ED
physicians and
residents,
urgent care, PA,
NP



When you have to be right™

12/23/2014

Britnell: Emergency Medicine CAQ Review for Physicians Assistants

About the Book:

- Written for PAs by EM-PAs who have passed the CAQ exam - study guide for the Physician Assistants EM-CAQ exam
- Exam helps increase chances for promotions, recognition and responsibilities

Key Features:

- Approved by the Society of Emergency Medicine Physician Assistants (SEMPA)
- Written using the NCCPA emergency medicine content as a blueprint
- 250 multiple choice questions that mimic the exam; includes rationales for correct and incorrect answers
- Covers every major of PA fields

About the Author:

- Jessica J. Britnell, MS, PA-C
- Hannah Dodd, MS, PA-C
- Kristin Vella Gray, MS, PA-C

Competition:

- None - unique content for a growing physician assistant subspecialty

Pub Date: July

Price: \$.99

Illustrations: 27

Bundle: Inkling

Markets:
Physician
assistants

Sherman: Atlas of Clinical Emergency Medicine



About the Book:

- Visual guide to the diagnosis and management of medical and surgical emergencies, fresh approach designed for ease-of-use and gathering clinical information quickly.
- Replaces Greenberg's Text-Atlas of Emergency Medicine

Key Features:

- Table of Contents focus on key disorders and diseases as seen in practice.
- Succinct, bulleted list format, key videos included to illustrate disorders as needed
- Highly visual approach-gather information they need in 3 min. or less

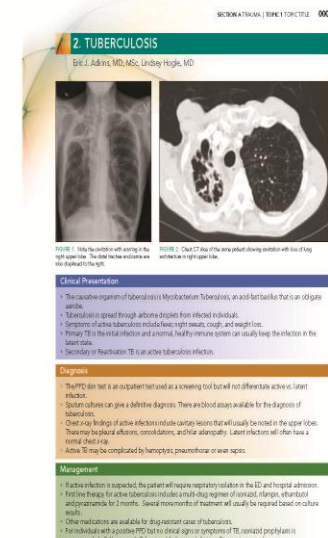
About the Author:

- Scott Sherman, MD - Associate Professor, Pediatrics and Family Medicine, Emergency Medicine USD Sanford School of Medicine Attending Physician, Pediatric Emergency Medicine Sanford USD Medical Center & Sanford Children's Hospital
- Christopher Ross, MD - Assist. Residency Director and Assistant Professor, Dept. of Emergency Medicine/Rush Medical College
- Erik Nordquist, MD - Clinical Instructor, Dept of EM/Rush Medical College
- Ernest Wang, MD - clinical Assoc. Prof., North Shore University Health System

Competition:

- Knoop: The Atlas of Emergency Medicine, McGraw Hill, 2009, \$253

Pub Date: June
Price: \$249.99
Illustrations: 950
Bundle: Inking
Markets:
 Emergency medicine
 physicians & residents, NPs, PAs



When you have to be right™

12/23/2014

Koyfman: Emergency Medicine Images, e-Only Inkling eBook



About the Book:

- Serve as an emergency medicine visual diagnosis and practical management resource
- Images are organized by each of the emergency medicine subspecialties and include one-page overview of the differential diagnosis, history, management, disposition, key references, corresponding radiologic images

Key Features:

- Includes commonly used US, CT, MR images, and EKGs of diagnoses
- More 500 multi-modality radiologic images

About the Author:

- Alex Koyfman, MD - University of Illinois at Peoria/OSF St Francis Medical Center

Competition:

- Knoop: Atlas of Emergency Medicine, McGraw Hill, 2009, \$239 - not just radiology
- Holstege: Visual Diagnosis in Emergency Medicine, BMJ, 2011, \$89

Pub Date:

September

Price: \$59.99

Illustrations: 500

Markets: EM
physicians and
residents

Backlist Titles - Emergency Medicine

- Cosby: Practical Guide to Emergency Ultrasound, 2e, 2013
 - 840 units sold to date, down 41% against prior edition
 - 2014 sold 212 units (compared to 852 units Y2 of second edition)
- Aaronson: Emergency Medicine Evidence, 2014
 - 1st edition, 589 units sold to date, Y1 forecast 924 units
- Zane: Pocket Emergency Medicine, 3e
 - 2600 units sold to date-down 30% against prior edition

Specialty Questions

- What are you missing?
 - New toxicology manual?
 - EM-focused wound care?
 - Minor emergencies?
- What revisions would you like to see?

Appendix

Pediatrics

When you have to be right™

Cabana: 5-Minute Pediatric Consult, 7e



About the Book:

- Premium: bundled with 1-year access to full content on 5MinuteConsult.com
- Immediate, practical advice on problems seen in infants, children, and adolescents

Key Features:

- 450+ diseases covered in 5Minute, quick reference 2-page format
- All topics are also reviewed by a PharmD
- Chief complaints section addresses workup and treatment of 50 signs and symptoms
- Medication index, syndromes glossary, surgical glossary, laboratory values, and tables
- Additional key features on 5MinuteConsult.com

About the Author:

- Michael Cabana, MD - Professor, Department of Pediatrics, UCSF School of Medicine, San Francisco, CA

Competition:

- Hopkins: Harriet Lane Handbook, 2011, Elsevier, \$60 w/ Expert Consult
- Garfunkel: Pediatric Clinical Advisor, 2007, \$114, not being revised
- Hay: Current Diagnosis & Treatment Pediatrics, McGraw Hill, 2012, \$80

Pub Date: May

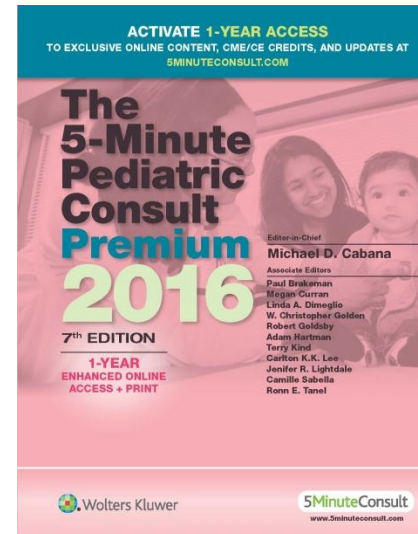
Price: \$99/\$199

Illustrations: 0

Bundle:

5MinuteConsult.com

Markets: pediatrics, primary care, family medicine, internal medicine



When you have to be right™

12/23/2014

Wolters Kluwer

5MinuteConsult
www.5minuteconsult.com

Mindell: Clinical Guide to Pediatric Sleep, 3e



About the Book:

- Synthesizes current information about the assessment and treatment of sleep disorders in children and adolescents
- Emphasize incorporating sleep medicine into community-based primary care pediatric and family practice settings, as well as within child mental health settings

Key Features:

- Revised AASM and AAP standards of practice for pediatric sleep disorders
- AAP Clinical Practice treatment guidelines
- AASM 2012 sleep scoring guidelines
- New and novel resources for pediatric obstructive sleep apnea and insomnia
- Updated ICSD-3 and DSM-V criteria
- 2-color design

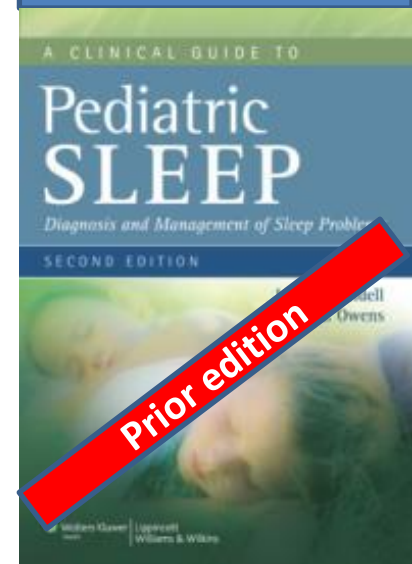
About the Author:

- Jodi Mindell, PhD - Professor of Psychology, Director, Graduate Program in Psychology, Saint Joseph's University Philadelphia, PA
- Judith Owens - Associate Professor, Brown University

Competition:

- Sheldon: Principles and Practice of Pediatric Sleep, Elsevier, 2005 - usually bought with this book

Pub Date: June
Price: \$79.99
Illustrations: 20
Bundle: Inking
Markets: specialized pediatric sleep clinicians, psychiatrists, pediatricians, PAs, residents, family medicine, practitioners



When you have to be right™

12/23/2014

Staheli: Fundamentals of Pediatric Orthopedics, 5e



About the Book:

- Geared to the everyday needs of pediatricians, primary care physicians, and orthopedists - guide to the diagnosis and management of pediatric orthopedic problems

Key Features:

- Color design
- Added focus for PCP
- Additional trauma principles
- Parent education
- Updated treatment plans

About the Author:

- Lynn Staheli, MD: Emeritus Professor, Department of Orthopedics, University of Washington School of Medicine, Seattle, Washington

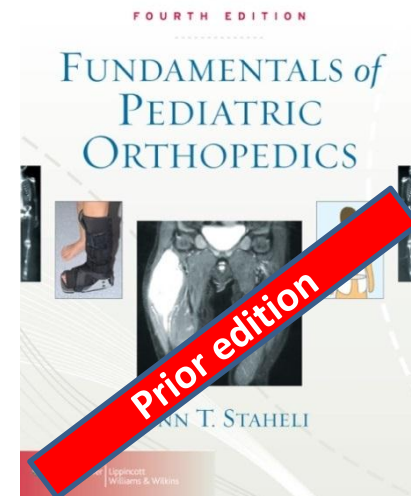
Competition:

- Dormans: Core Knowledge in Orthopedics, Mosby, 2005, \$104 - for ORS market
- Jones & Weiner: Pediatric Orthopedics, Cambridge, 2004, \$100 - black and white

WKH Related Titles

- Staheli: Practice of Pediatric Orthopedics, 2e, 2006 - on Ortho list, geared toward ORS market

Pub Date: July
Price: \$159.99
Illustrations:
Bundle: Inkling
Markets: pediatricians and residents family medicine practitioners and residents, NP, PA students



When you have to be right™

12/23/2014

MacDonald: Avery's Neonatology, 7e



About the Book:

- Practical guide to understanding the pathophysiology of the newborn so that appropriate treatment and decisions can be made
- 7e is a significant overhaul from the 6th - 25% reduction eliminates redundancy

Key Features:

- Color design and images
- New Visual Diagnosis chapter written like Fletcher: Physical Diagnosis in Neonatology, but limited to key diagnosis
- Color format to improve image quality
- Visual format - lists, tables, images, bulleted sections
- Several new chapters: The Scope and Organization of Neonatology in North America with Comparative Global aspects, imaging, hematology, infections in the newborn

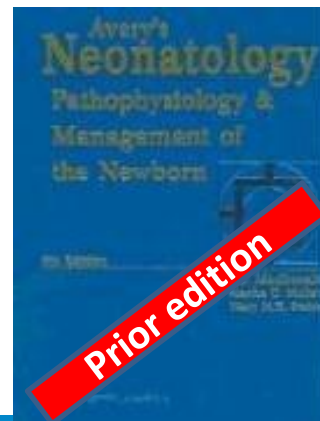
About the Author:

- Mhairi MacDonald, MB, MHP - Professor of Pediatrics/Neonatology, George Washington University, Children's Medical Center, Washington DC
- Molly Seshia, MD - Professor of Pediatrics, Univ. of Manitoba, Women's Hospital, Winnipeg, Canada

Competition:

- Fanaroff & Martin's Neonatal-Perinatal Medicine, Elsevier, 2010 -difficult read

Pub Date: July
Price: \$249.99
Illustrations: 250
Bundle: InKling
Markets:
neonatology
fellows,
pediatricians,
neonatologists,
OBGYN



When you have to be right™

12/23/2014

Neinstein: Neinstein's Adolescent and Young Adult Healthcare: A Practical Guide, 6e



About the Book:

- Designed for daily office use for a look at normal growth and development, in order to provide the proper framework to consider abnormalities
- Chapters include ways to build a rapport with teenagers, legal issues associated with the care of teens and psychosocial care

Key Features:

- Color design for inclusion of images
- More algorithms, photos, tabs and bulleted text
- Chapters are reformatted for consistency, reads more like a usable guide

About the Author:

- Lawrence Neinstein, MD - Exec. Dir., USC University Park Health Center
- Debra Katzman, MD - Professor of Pediatrics, Division of Adolescent Medicine, Department of Pediatrics, Univ. of Toronto. Associate Scientist at the Research Institute at The Hospital for Sick Children.

Competition:

- Bright Futures: Guidelines for Health Supervision, AAP, 2007 \$65 - popular

WKH Related Titles:

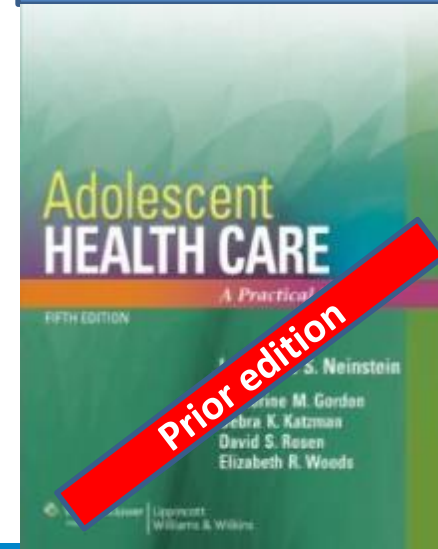
- Emans: Pediatric & Adolescent, 2012
- Goroll: Primary Care Medicine, 2014
- Kaplan & Sadock: Synopsis of Psychiatry, 2014

Pub Date: September

Price: \$139.99

Illustrations:

Bundle: Inkling
Markets: pediatricians, pediatric nurse practitioners and physician assistants, family practitioners, gynecologists,



When you have to be right™

12/23/2014

Backlist Titles - Pediatrics

- Brodsky: Neonatology Case Review, 1e, 2014
 - Feedback? STD 883 units
- Fasano: A Clinical Guide to Gluten-Related Disorders, 1e, 2013
 - Feedback? STD 760 units
- Freeman: Fetal Heart Rate Monitoring, 4e
 - STD 1,846, why the decline?

Specialty Questions:

What are you missing? What revisions would you like to see?

- Board review?

Pease: Johnson's Practical Electromyography, 5e



About the Book:

- Straight-forward revision; with key revisions - addition of information on burgeoning use of ultrasound in EMG testing. New information on treatment, not just diagnosis, and infection control

Key Features:

- All images colorized/redrawn
- Videos and Q&A on Inkling
- Additional figures demonstrating pictorial guide to nerve conduction techniques
- New chapters on traumatic injury to nerves, including major traumas and general inquiries

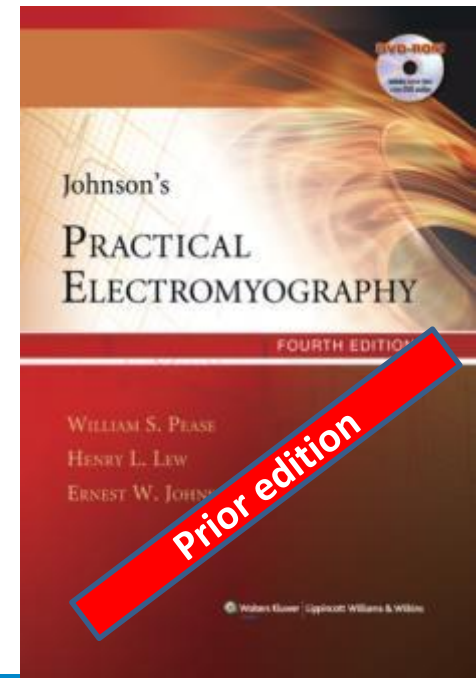
About the Author:

- William Pease, MD - Emeritus Professor of PM&R, Ohio State Univ.
- Daniel Clinchot, MD - Assoc. Professor, Vice Dean, OSU
- Ernest Johnson, MD - Emeritus Professor of PM&R, Ohio State Univ.

Competition:

- Preston: Electromyography and Neuromuscular, 2012, Elsevier \$199 w/ E.C.
- Siao: Practical Approach to Electromyography, 2011, Demos, \$99
- Dumitiru: Electrodiagnostic Medicine, 2011, Elsevier, \$285
- Katiriji: Electromyography in Clinical Practice, 2007, Elsevier, \$125

Pub Date: November
Price: \$179.99
Illustrations: 170
Bundle: Inkling
Markets:
Physical medicine and
rehabilitation
practitioners, residents,
neurologists



When you have to be right™

Medical Practice

Print + Digital Bundling

When you have to be right™

2015 Med Practice Bundling Plan

- 84 titles will be bundled with a free Inkling ebook
- 15 titles will be bundled with both a free Inkling ebook & a 3-month trial to a Health Library (HL) Collection
 - i.e. Te Linde's Operative Gynecology will include codes for both a free Inkling ebook and a 3-month trial to the HL Ob/Gyn collection
- DeVita will be bundled with a 6-month trial to HL Oncology + an additional 6-months of access to PPO 10e in the HL
- Wiesel will be bundled with a 6-month trial to the HL Orthopaedics collection + Life of Edition access to OTOS 2e in the HL

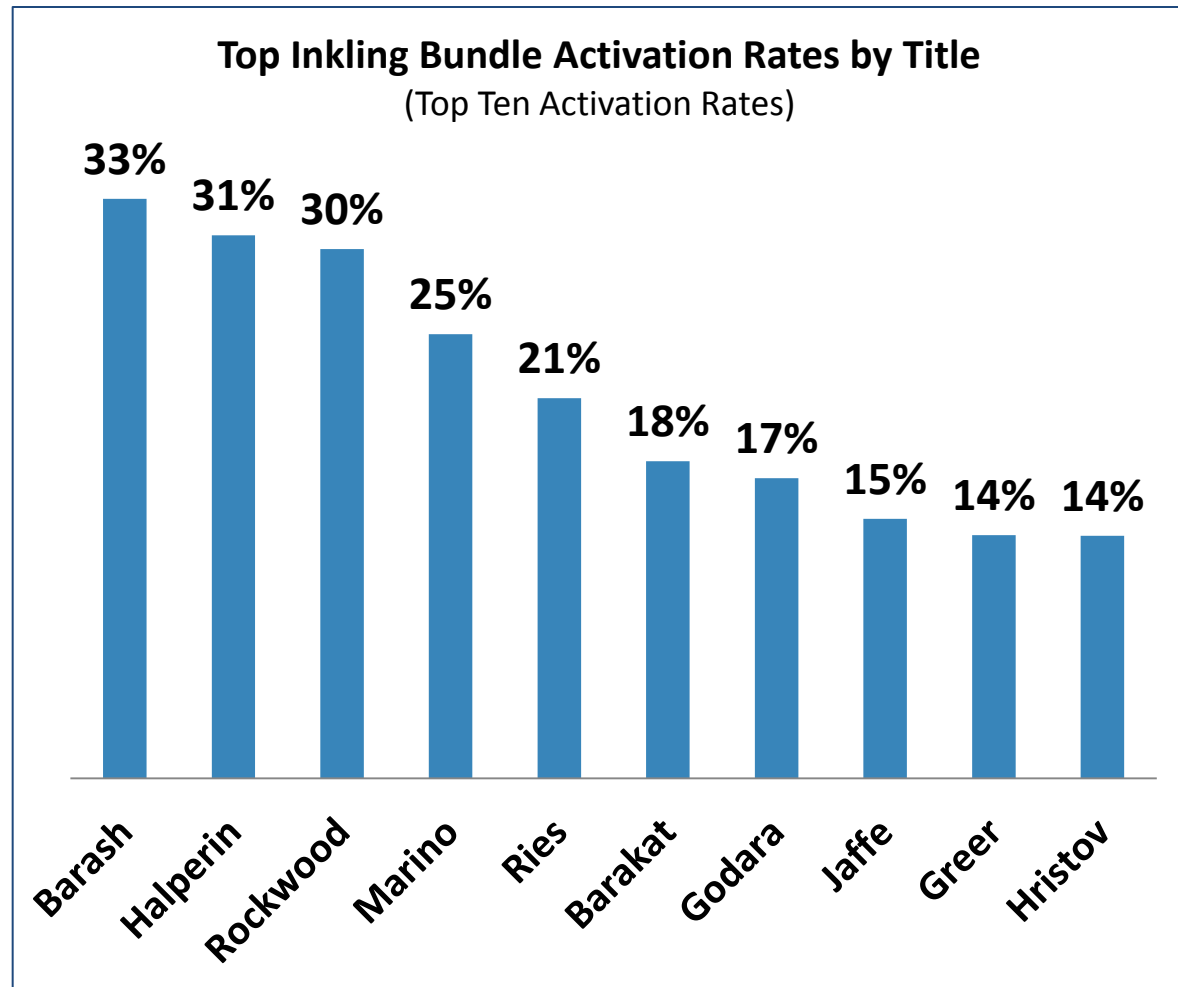
Inkling Access

- **Inkling books are only accessible from individual accounts**
 - Inkling books can be downloaded onto two devices (iPad, iPhone, Droid, etc.) and also accessed via web browser
- **Institutional Access is not offered for Inkling books**
 - If a library wishes to offer an Inkling ebook, it will have to create a master account and share the credentials with its patrons
- **Inkling does not offer usage data**
 - WK has insight into activations, including customer identification, but it is not broken down to the bookseller level

Inkling Bundle Performance

- Average activation rate by title \approx 11%

- About **400 - 500 new activations** per week
- Higher rates in some specialties
 - Surgical Specialties
 - Oncology
 - Anesthesia
- Comparable to Solution Site activation rates



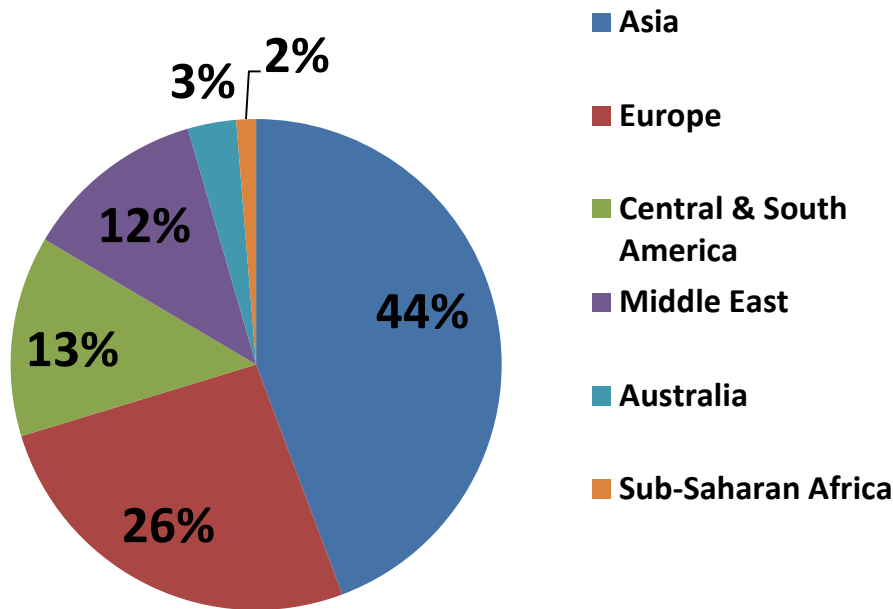
Inkling Bundle Performance by Location



- **36% of Activations are International** (7,135 total as of 22/12/14)
 - Of the 139 countries with activations, the top 30 account for 85% of all international activations
 - 77 countries have 10 or fewer activations

Intl. Activations by Region

(% of total International Activations)



Activations by Country (41 titles)			
Country	Total Activations	% of Intl. Activations	% of Total Activations (incl. NA)
JAPAN	845	11.8%	4.3%
TAIWAN	750	10.5%	3.8%
SOUTH KOREA	530	7.4%	2.7%
BRAZIL	501	7.0%	2.5%
INDIA	363	5.1%	1.8%
ISRAEL	276	3.9%	1.4%
GERMANY	240	3.4%	1.2%
U.K.	215	3.0%	1.1%
ITALY	191	2.7%	1.0%
SAUDI ARABIA	186	2.6%	0.9%

When you have to be right™

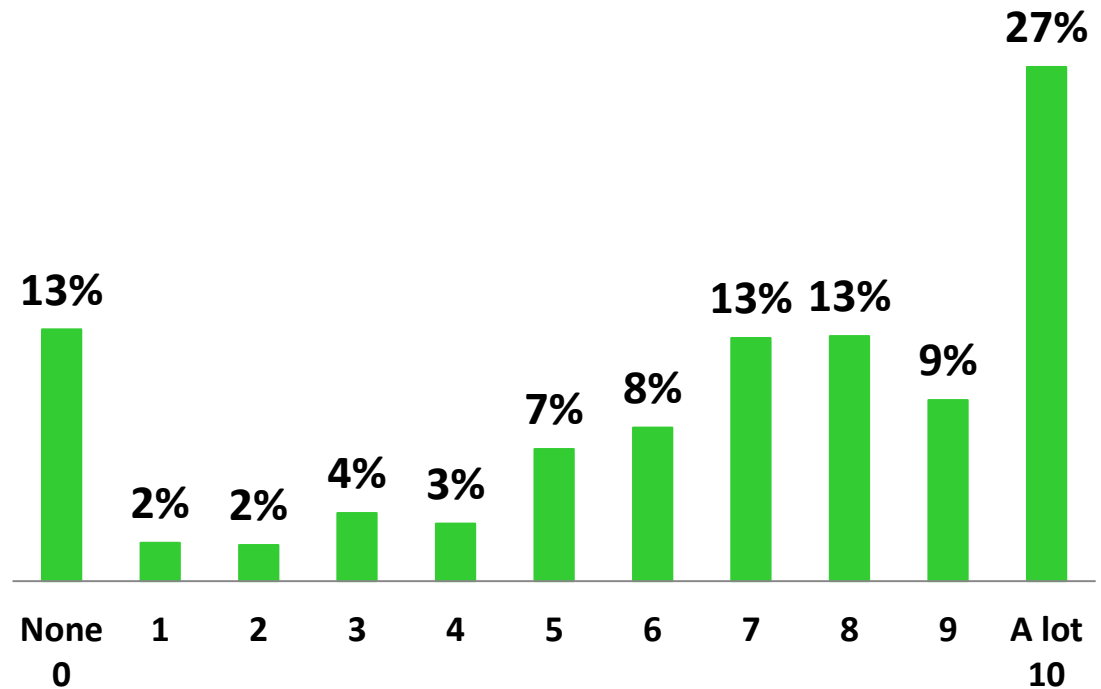
Inkling Bundle Customer Survey

- **31%** of respondents who activated their Inkling eBook said they **would not have purchased** the print book had it not come bundled with a free Inkling eBook
- **67%** of all respondents said they **place a higher value** on a print + digital compared to a standalone print book or ebook

On a scale of 0-10, how much did the inclusion of the free Inkling eBook influence your purchase decision?

(only respondents who activated their eBook)

(n = 901; avg. = 6.54)

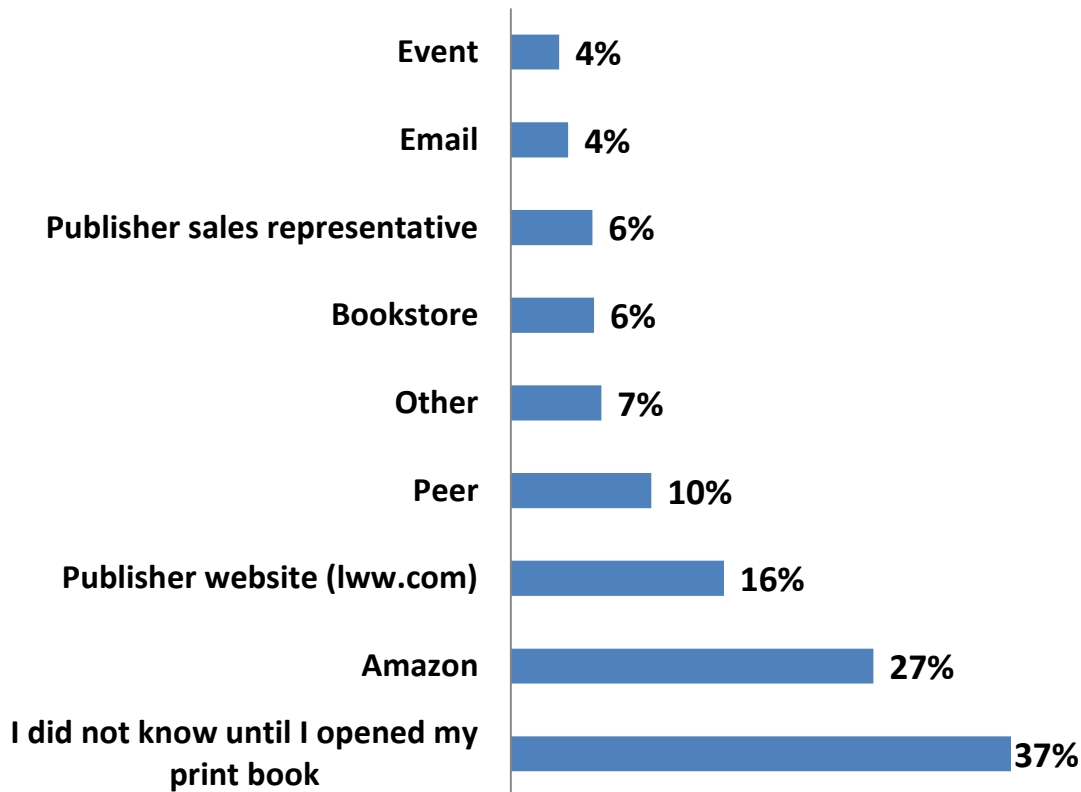


When you have to be right™

Inkling Bundle Performance

How did you become aware that a free eBook was available with your print book?

(n = 905)



- **The most-used Inkling features:**
 - Search Functionality
 - Content Updates
 - Videos
- **84%** of respondents who activated their Inkling eBook said they were **likely to recommend** an Inkling bundle to a colleague, peer or student

How often do you use the Inkling eBook in comparison to the print book?

(n = 885)

More often than the print book	47%
As often as the print book	26%
Less often than the print book	25%
I only use the Inkling eBook	3%

Any Additional Questions?

When you have to be right™

Professional & Education

Medical Education & Pharmacy

2 0 1 5

When you have to be right™

Contents

- **Anatomical & Basic Sciences**
 - Acland, Health Library, Frontlist/Key Titles
 - Bates
- **Clerkship/Clinical Rotations**
 - NEW Health Library Collection, Key Titles
- **Pharmacy**
 - Health Library Updates, Key Titles

The Medical Education team



Shannon Magee
Executive Editor

- **Basic Sciences**
 - Biochemistry, Epidemiology, Genetics, Microbiology & Immunology, Pathology, Pharmacology
- **Series**
 - BRS, High-Yield, LIR

Lisa McAllister
Vice President,
Medicine

Crystal Taylor
Senior
Acquisitions
Editor

- **Anatomical Sciences**
- **Physical Examination (Bates)**
- **Basic Sciences**
 - Neuroanatomy, Neuroscience, Behavioural Science, Physiology & Pathophysiology

Eric Branger
Digital Product
Manger,
Health Library

Tari Broderick
Senior
Acquisitions
Editor

- **Clinical/Clerkship**
 - Specialty-specific titles, Blueprints, Recall, NMS, Step-Up
- **Osteopathic**
- **Physician Assistant**
- **Pharmacy**

Joy Fisher-Williams
Senior Marketing
Manager

When you have to be right™

2015 strategy

BOOKS

- Sign revisions that generate revenue
- Sign new editions with revenue potential & that fill gaps in content
- Content goals:
 - Maintain high-quality
 - Think globally
- Ensure FL titles publish on time
- Set 2016 and future years up for same success
- Test Inkling bundles

2015 strategy

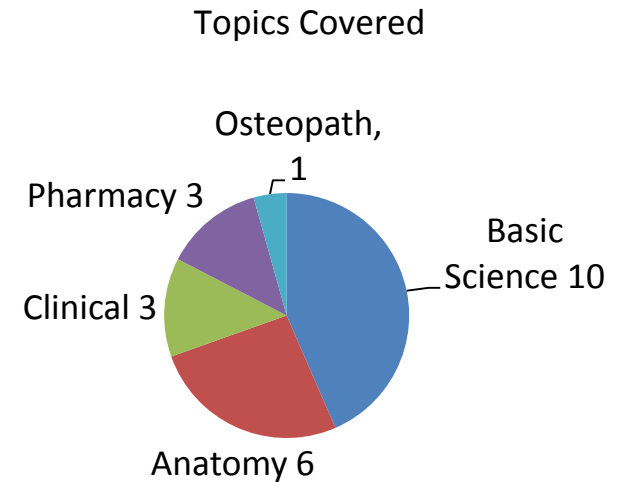
HEALTH LIBRARY

- **Sell!**
- **Launch new Collections**
 - Clerkship/Clinical: May
 - Public Health add-on: April
- **Add content to existing Collections**
 - Bates: 5 new OCSEs (March)
 - LIRs (June)
 - Q&A (July)... *more than 3,000 questions across anatomy, pharmacology, and pathology*
- **Upgrade Acland to Silverchair 6.0/ Shibboleth (March)**
- **Spanish language: Bates (live now), Acland (April)**
- **Identify and fill gaps in content**

2015 frontlist

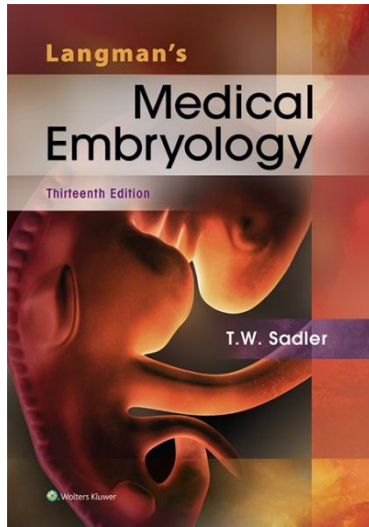
& 2014 Dec titles

- 23 FL titles, plus 2 digital Q&A products (Bates, PA)
- Small in terms of Year 1 revenue: \$3.9M
- + 3 titles published Dec 2014



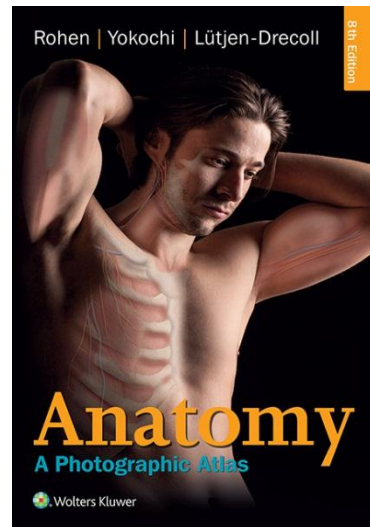
Top 4 titles for 2015

Based on international sales of current edition (US\$)



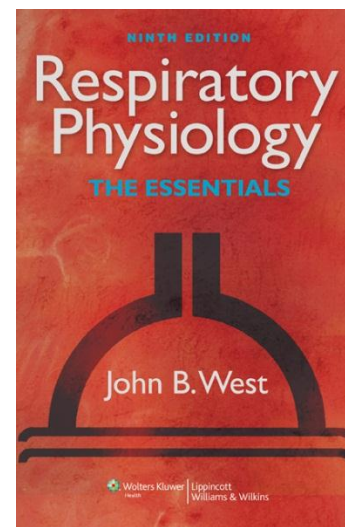
Dec 2014*
\$750K

44% WEU; 26% MID;
14% SEA



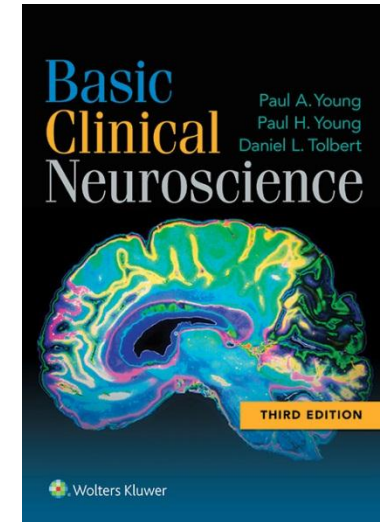
February*
\$710K

49% WEU; 24% SEA



November
\$363K

37% WEU



February
\$300K

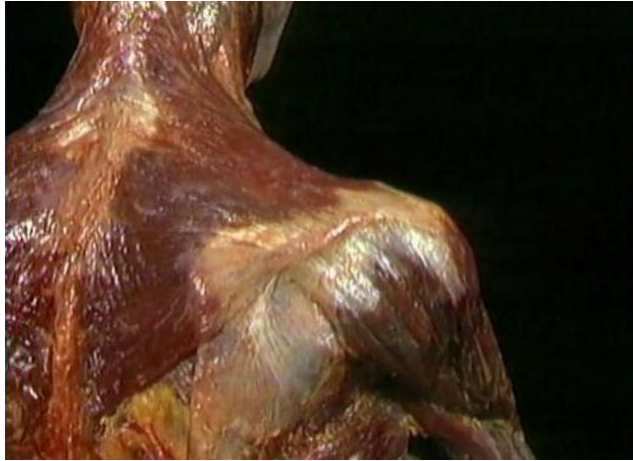
22% WEU

* International Edition

Anatomical & Basic Sciences

When you have to be right™

Acland's Video Atlas of Human Anatomy (aclandanatomy.com)



ACLAND'S VIDEO ATLAS OF
HUMAN ANATOMY

- Site migration to Silverchair 6.0 platform/
Shibboleth enabled in March

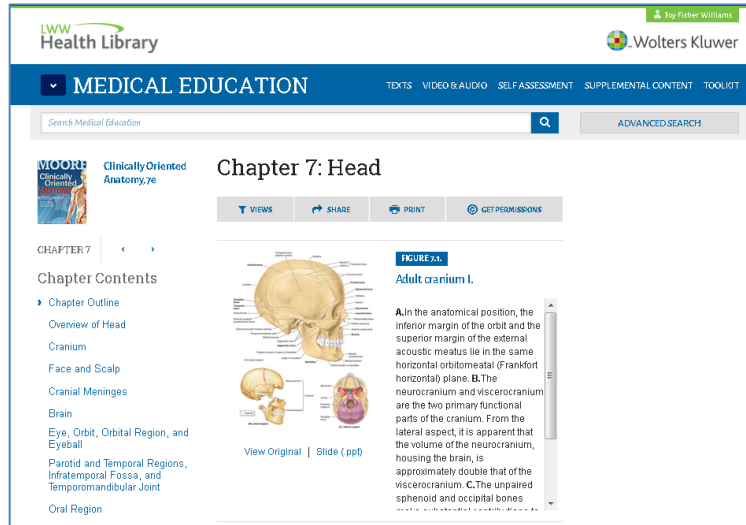
- Spanish version of the site to launch (April)
 - Similar to Bates' site: default language
changes with user's "geolocation"; user
can toggle between English and
Spanish versions of the site

 - Audio fully dubbed in Spanish

March: 6.0 migration
April: launch of Spanish site

When you have to be right™

LWW Health Library



❑ Anatomical Sciences

- ❑ July: 1800 questions added to new Q&A tool
- ❑ <Demo of Q&A>

❑ Basic Sciences

- ❑ June: Lippincott's Illustrated Review (LIR) titles being added
- ❑ July: 1000 Medical Pharmacology and 1500 Pathology questions added to new Q&A tool

- ❑ Public Health Add-on Collection: April
- ❑ Can be added to any collection

April: PH add-on collection

June: LIR titles added to basic sciences collection

July: Q&A added to Anatomy and Basic Sciences collections

When you have to be right™

LWW Health Library

LIR titles added as part of standard Basic Sciences, Integrated, and Premium Med Ed collections

Lippincott's Illustrated Reviews: Biochemistry, 6e

Lippincott's Illustrated Reviews: Cell and Molecular Biology, 1e

Lippincott's Illustrated Reviews: Immunology, 2e Lippincott's Illustrated Reviews:
Microbiology, 3e

Lippincott's Illustrated Reviews: Neuroscience

Lippincott's Illustrated Reviews: Pharmacology, 5e

Lippincott's Illustrated Reviews: Physiology, 1e

Lippincott's Illustrated Reviews: Integrated Systems 1e (NEW TITLE: TO BE ADDED IN
AUGUST 2015)

WHO ELSE HAS A COLLECTION LIKE THIS?!

When you have to be right™

LWW Health Library

Public Health Collection Titles

Hulley, Designing Clinical Research, 4e
Browner, Publishing & Presenting Clinical Research, 3e
Toto, Clinical Research from Proposal to Implementation
Lo, Resolving Ethical Dilemmas, 5e
Nielson, Systematic Reviews to Answer Healthcare Questions
Rothman, Modern Epidemiology, 3e
Haynes, Clinical Epidemiology, 3e
Hennekens, Epidemiology in Medicine

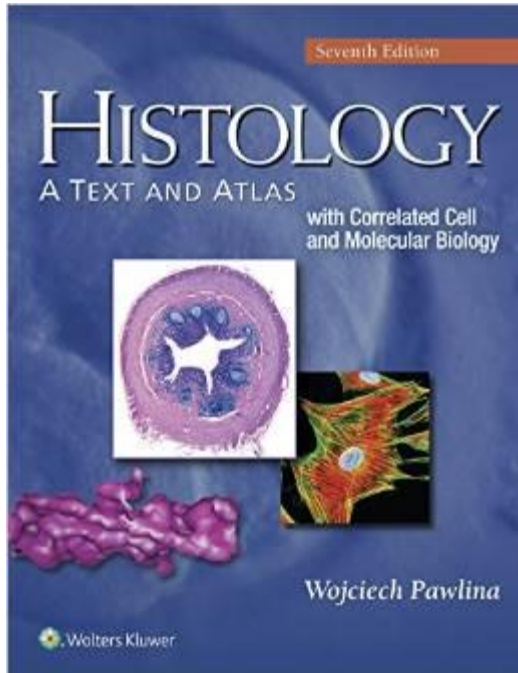
***Do you have public health programs in your territory?
Let's talk!***



When you have to be right™

Wojciech Pawlina (and Michael H. Ross)

Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e



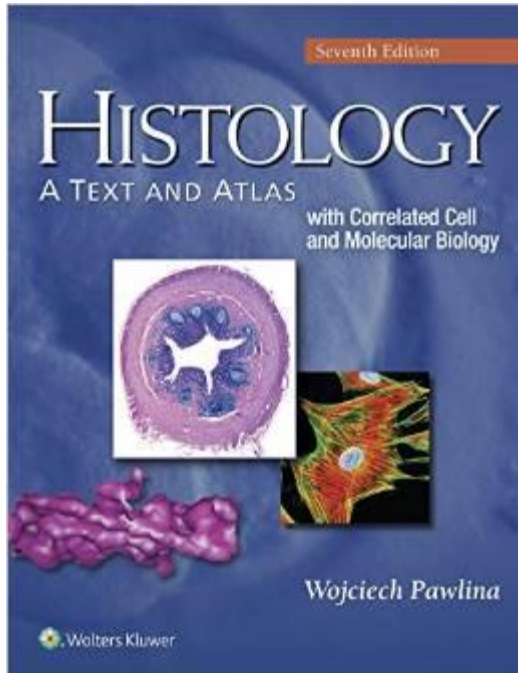
- Comprehensive text + atlas
- Ideal for medical, dental, HP, and biology students
- Updated illustrations and 435 full color, high-res photomicrographs
- Student-friendly pedagogy includes clinical and functional correlation “folders,” new Histology 101 chapter review sections, **blue clinical text**, & **red key terms**, color tabs for chapters and atlas sections
- New online Q&A

January 2015 | 992 pages | \$89.99 | \$1.5m LOE
Print ISBN: 978-1451187427 (NA), 978-1469889313 (INT)
Kindle, Health Library, VST, Inkling

When you have to be right™

Wojciech Pawlina (and Michael H. Ross)

Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e



COMPETITION – ***Pawlina is the market leader***

- Junqueira's (Mescher, MGH): growing
- Wheater's (Young, ELS): declining
- Kierszenbaum (ELS): one to watch

RELATED WK TITLES:

- Eroschenko (atlas; functional; idealized)
- Gartner & Hiatt (atlas + concise text; clinical)
- Cui (atlas + concise text; includes pathology)

STRATEGY

- Bundle with anatomy textbooks; promote availability via Health Library

4 Stars, 45 Reviews on amazon.com

“Anatomy, Pathophysiology, and Physiology in one—puts Histology in context”

“Great images” | “Helpful”

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Wojciech Pawlina (and Michael H. Ross) Histology: A Text and Atlas, with Correlated Cell and Molecular Biology, 7e

CHAPTER 10 Blood / ERYTHROCYTES

Z14

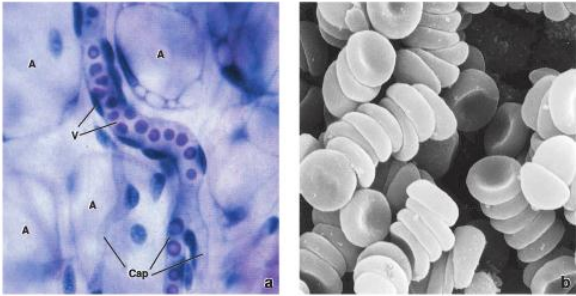


FIGURE 10.4 **A. Erythrocyte morphology.** a. Photomicrograph of three capillaries (Cap) joining to form a venule (V), as observed in adipose tissue within a full-thickness mesentery spread. The erythrocytes appear in single file in one of the capillaries (the other two are empty). The light center area of some of the erythrocytes results from their biconcave shape. Erythrocytes are highly plastic and can fold on themselves when passing through very narrow capillaries. The large round structures are adipose cells (A). X470. b. Scanning electron micrograph of erythrocytes collected in a blood tube. Note the concave shape of the cells. The stacks of erythrocytes in these preparations are not unusual and are referred to as *rouleaux*. Such formations in vivo indicate an increased level of plasma immunoglobulin. X2,800.

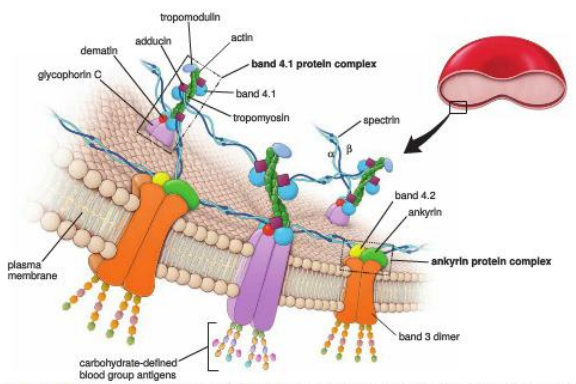


FIGURE 10.5 **A. Erythrocyte membrane organization.** The rectangle in the sectioned erythrocyte (upper right) represents the area of membrane in the larger diagram. The large diagram shows the arrangement of peripheral and integral membrane proteins. The integral membrane protein glycoporphin C associates with peripheral membrane band 4.1 protein complex. Similarly, band 3 integral membrane protein binds to ankyrin protein complex. These peripheral complexes interact with spectrin to form a cytoskeletal hexagonal lattice immediately adjacent to the cytoplasmic surface of the plasma membrane. Spectrin lattice with peripheral membrane protein complexes is anchored to the plasma membrane by the glycoporphin C and band 3 proteins, which, on the extracellular surface, are glycosylated and support the majority of carbohydrate-defined blood group antigens.

and chemical stimuli. Therefore, flexible interactions within spectrin dimers, ankyrin, and band 4.1 complexes are key regulators of membrane elasticity and mechanical stability. Any defect in the expression of genes that encode these cytoskeleton proteins can result in abnormally shaped and fragile erythrocytes. For example, **hereditary spherocytosis** is caused by an autosomal dominant mutation of proteins that function in anchoring erythrocyte plasma membrane to the cytoplasm. These mutations affect the ankyrin complex (band 3, band 4.2, spectrin, and other erythrocyte-integral membrane proteins), which results in spherical erythrocytes. In this condition, erythrocyte plasma membrane has defective anchor points, causing it to detach and peel off from the cytoplasm. Another erythrocyte membrane abnormality, **hereditary elliptocytosis**, is caused by one of several autosomal dominant mutations affecting spectrin molecules. In this mutation, spectrin-to-spectrin lateral bonds and spectrin-ankyrin-band 4.1 protein junctions are defective. Plasma membrane in affected cells fails to rebound from deformations and progressively elongates, resulting in the formation of elliptical erythrocytes. In both conditions, erythrocytes are

unable to adapt to changes in their environment (e.g., osmotic pressure and mechanical deformations), which results in premature destruction of the cells or **hemolysis**. **Erythrocytes contain hemoglobin, a protein specialized for the transport of oxygen and carbon dioxide.** Erythrocytes transport oxygen and carbon dioxide bound to the protein **hemoglobin** (68 kDa). The function of hemoglobin is to bind oxygen molecules in the lung (requiring high oxygen affinity) and then, after transporting it through the circulatory system, to unload oxygen in the tissues (requiring low oxygen affinity). A monomer of hemoglobin is similar in composition and structure to myoglobin, the oxygen-binding protein found in striated muscle. The disc shape of the erythrocyte facilitates gas exchange because more hemoglobin molecules are closer to the plasma membrane than they would be in a spherical cell. Thus, gases have less distance to diffuse within the cell to reach a binding site on the hemoglobin. A high concentration of hemoglobin is present within erythrocytes and is responsible for their uniform staining with eosin and the cytoplasmic granularity seen with the TEM.

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CHAPTER 10 Blood / ERYTHROCYTES

FOLDER 10.1 Clinical Correlation: ABO and Rh Blood Group Systems

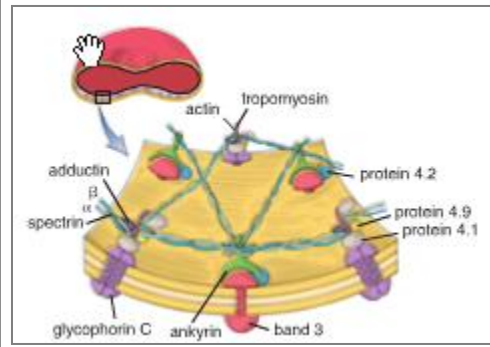
ABO Blood Group System
An important factor in blood transfusion is the **ABO blood group system**, which essentially involves three antigens called A, B, and O (Table F10.1). These antigens are glycoproteins and glycolipids and differ only slightly in their composition. They are present on the surface of erythrocytes and are attached to the extracellular domains of integral membrane proteins called **glycophorins** and **band 3 proteins**. The presence of A, B, or O antigens determines the four primary **blood groups: A, B, AB, and O**. All humans have enzymes that catalyze the synthesis of the O antigen. Individuals with A blood group have an additional enzyme (**N-acetylgalactosamine transferase** or **A-glycosyltransferase**) that adds N-acetylgalactosamine to the O antigen. Individuals with B blood group have an enzyme (**galactose transferase** or **B-glycosyltransferase**) that adds galactose to the O antigen (Fig. F10.1). Individuals with the AB blood group express both enzymes, whereas individuals with type O blood group lack both enzymes. In humans, **ABO genes** consist of at least seven exons, and they are located on chromosome 9. The O allele is recessive, whereas A and B alleles are codominant.

The differences in the carbohydrate molecules of these antigens are detected by specific antibodies against either A or B antigens. Individuals with A antigens possess serum anti-B antibodies that are directed against the B antigen. Individuals with B antigens possess serum anti-A antibodies that are directed against the A antigen. Individuals with blood group AB do not have antibodies directed against A or B antigens. Thus, they are **universal acceptors** of any blood type. Group O individuals have both anti-A and anti-B antibodies in their serum and neither A nor B antigens on their erythrocytes. Thus, these individuals are **universal blood donors**. If an individual is transfused with blood of an incompatible type, the recipient's antibodies will attack the donor erythrocytes, causing a **hemolytic transfusion reaction** or destruction of the transfused erythrocytes. To prevent such a life-threatening complication, blood for transfusion must be always cross-matched to the blood of a recipient. In this procedure, serum from the recipient is tested against the donor's erythrocytes. If there is no reaction to this cross-match test, then the donor's blood can be used for the transfusion.

TABLE F10.1 ABO Blood Group System

Blood Type	Erythrocyte Surface Antigen	Serum Antibody	Can Give Blood to	Can Receive Blood from
A	A antigen	Anti-B	A and AB	A and O
B	B antigen	Anti-A	B and AB	B and O
AB	A and B antigens	No antibodies	Only AB	A, B, AB, and O (universal blood recipient)
O	O antigen (no A or B antigens)	Anti-A and anti-B	A, B, AB, and O (universal blood donor)	Only O

(continues on page 276)



Old illustration

New illustration (in page context)

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Cartilage

101
HISTOLOGY

205
CHAPTER 7 Cartilage / HISTOLOGY 101

OVERVIEW OF CARTILAGE

- ▶ **Cartilage** is a solid, firm, and somewhat pliable form of connective tissue composed of **chondrocytes** and a highly specialized **extracellular matrix** (comprises 95% of cartilage volume).
- ▶ Chondrocytes reside within **lacunae** surrounded by extracellular matrix.
- ▶ Cartilage is an **avascular structure**; therefore, the composition of the extracellular matrix is essential for diffusion of substances between chondrocytes and blood vessels in the surrounding connective tissue.
- ▶ There are three major types of cartilage: **hyaline cartilage**, **elastic cartilage**, and **fibrocartilage**.

HYALINE CARTILAGE

- ▶ The homogenous, amorphous **extracellular matrix** of hyaline cartilage is produced by chondrocytes and appears glassy.
- ▶ Hyaline cartilage matrix contains three classes of molecules: **collagen molecules** (mainly type II and other cartilage-specific collagens, i.e., types VI, IX, X, XI); **proteoglycan aggregates**, which contain glycosaminoglycans (GAGs); and **multiahesive glycoproteins**.
- ▶ The ground substance of hyaline cartilage contains three types of GAGs: **hyaluronan**, **chondroitin sulfate**, and **keratan sulfate**. The last two bind to a core protein to form a **proteoglycan monomer**. Aggrecan is the most abundant proteoglycan monomer in hyaline cartilage.
- ▶ **Hyaluronan** molecules interact with a large number of aggrecan molecules to form large **proteoglycan aggregates**. Their negative charges bind and hold large amounts of water molecules.
- ▶ **Chondrocytes** are distributed either singularly or in clusters called **isogenous groups**.
- ▶ Extracellular matrix surrounding individual chondrocytes (**capsular matrix**) or the isogenous group (**territorial matrix**) varies in collagen content and staining properties. The **interterritorial matrix** surrounds the territorial matrix and occupies the space between isogenous groups.
- ▶ A firmly attached connective tissue, the **perichondrium**, surrounds hyaline cartilage. It is not present on the free, or articular, surfaces of articular cartilage in synovial joints.
- ▶ Hyaline cartilage is a key tissue in the development of the fetal skeleton (**endochondral ossification**) and in most growing bones (**epiphyseal growth plates**).

FIBROCARTILAGE

- ▶ **Fibrocartilage** is a combination of dense regular connective tissue and hyaline cartilage.
- ▶ Fibrocartilage is typically present in intervertebral discs, the pubic symphysis, insertion of tendons, and structures within certain joints (e.g., menisci of the knee joint).
- ▶ The **extracellular matrix** of fibrocartilage contains varying amounts of both **type I** and **type II collagen fibrils**. In addition, ground substance contains larger amounts of **versican** than aggrecan molecules.

ELASTIC CARTILAGE

- ▶ **Elastic cartilage** is distinguished by the presence of **elastin** in the cartilage matrix.
- ▶ Elastic cartilage is found in the external ear, middle ear, and larynx. It is always surrounded by the perichondrium.

CHONDROGENESIS AND CARTILAGE GROWTH

- ▶ Most cartilage arises from mesenchyme during **chondrogenesis**. Expression of **transcription factor SOX-9** triggers differentiation of mesenchymal cells into cartilage-producing cells called **chondroblasts**.
- ▶ Cartilage is capable of two kinds of growth: **appositional growth** (forms new cartilage at the surface of an existing cartilage) and **interstitial growth** (forms new cartilage by mitotic division of chondrocytes within an existing cartilage mass).

REPAIR OF HYALINE CARTILAGE

- ▶ Due to its avascular nature, cartilage has **limited ability for repair**. Repair mostly involves the production of dense connective tissue.
- ▶ In the aging process, hyaline cartilage is prone to **calcification** and is replaced by bone.

New “Histology 101” chapter reviews with topic boxes of bulleted lists and key terms

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PLATE 33 Aorta

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PLATE 33 Aorta

The aorta, the main systemic artery of the body, is an elastic artery. The presence of numerous fenestrated elastic lamellae allows it to resist the pressure variations caused by rhythmic contraction of the left ventricle. The intima is comparatively much thicker than that seen in muscular arteries. The subendothelial layer of the intima consists of connective tissue with both collagen and elastic fibers. The cellular component consists of smooth muscle cells and fibroblasts. The external border of the intima is bounded by an internal elastic membrane that represents the first layer of the many concentric fenestrated lamellae in the media of the vessel. The media constitutes the bulk of the wall. Between the elastic lamellae are collagen fibers and smooth muscle cells. The latter are responsible for the synthesis of collagen and elastic fibers. With age, the number and thickness of elastic lamellae in the wall increases. By 35 years, as many as 60 lamellae are found in the thoracic aorta. At approximately 50 years, individual lamellae begin to show signs of degeneration and gradually become replaced by collagen leading to a gradual loss of elasticity of the aortic wall.

The adventitia consists of irregular dense connective tissue with intermixed elastic fibers that tend to be organized in a circumferential pattern. It also contains small blood vessels that supply the outer portion of the media. They are the vasa vasorum of the aorta. Also present in the adventitia are lymphatic capillaries.

ORIENTATION MICROGRAPHS: The upper micrograph shows a cross-section of an H&E-stained human aorta from a child. The intima (I) stains considerably lighter than the adjacent media (M). The adventitia (A) contains an abundance of collagenous fibers and stains more densely than that of either the media or intima. The lower micrograph is from an adult and has been stained to reveal the elastic component of the vessel wall. The intima (I) is very lightly stained, in this case, due to the paucity of elastic material. The media (M) is heavily stained due to the presence of large amounts of elastic lamellae. The adventitia (A) contains in addition to the dense connective tissue a moderate amount of elastic fibers.

Aorta, human, H&E, ×365; inset ×700.
This micrograph shows the layers of the aortic wall. The intima consists of an endothelium (En) overlying loose connective tissue (LCT). The thickest portion of the vessel wall is the media (M). The wavy eosinophilic material in the media (M) consists of collagenous fibers. The eosin stain does not reveal the elastic lamellae. The nuclei are those of smooth muscle cells. Fibroblasts are absent. The outer layer of the vessel wall is the adventitia (A). The eosinophilic material here consists of dense connective tissue. The nuclei that are evident belong to fibroblasts. Also note the small blood vessel (BV) in the adventitia. The inset shows the intima at higher magnification and includes part of the media. Note the endothelium (En). The eosinophilic material in the intima consists of collagenous fibers (CF). The main cell type here is the smooth muscle cell (SMC).

Aorta, human, iron hematoxylin and aniline blue, ×255; inset ×350.
The specimen shows here has been stained to distinguish collagen from elastic material. The intima (I) consists mostly of collagenous fibers. The endothelium (En) represented by several nuclei is just barely evident. The media (M) contains numerous elastic lamellae that appear as the black wavy lines. The intervening, blue-stained material consists of collagen fibers. Careful examination of the media reveals nuclei of smooth muscle cells dispersed between the elastic lamellae. The inset shows the intima at higher magnification. Note the nuclei of the endothelial cells (EnC) at the luminal surface. The remainder of the intima consists mostly of collagenous fibers (stained blue) with occasional elastic fibers (EF) identified by their darker coloration. The nuclei of the fibroblasts and occasional smooth muscle cells (SMC) appear randomly arranged.

Aorta, human, iron hematoxylin and aniline blue, ×255.
This micrograph shows the outer portion of the media (M) with its elastic lamellae. The major portion of the micrograph is the adventitia (A). Here, the thick collagenous fibers (CF) are readily recognized. The outer portion of the adventitia contains numerous elastic fibers which appear as the black, dot-like structures. These elastic fibers are arranged in a circumferential pattern, thus when sectioned, they appear as black, dot-like structures.

A, adventitia	En, endothelium	M, media
BV, blood vessel	EnC, endothelial cells	SMC, smooth muscle cells
CF, collagenous fibers	I, intima	
EF, elastic fibers	LCT, loose connective tissue	

PLATE 33 Aorta

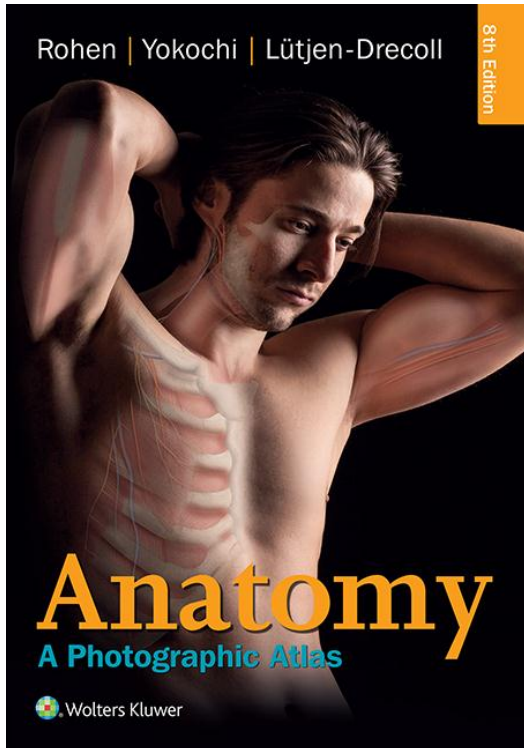
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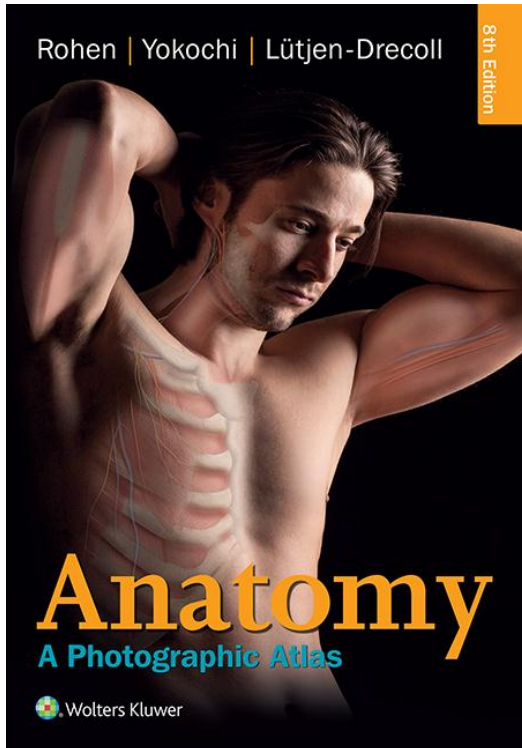
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- Note revised title

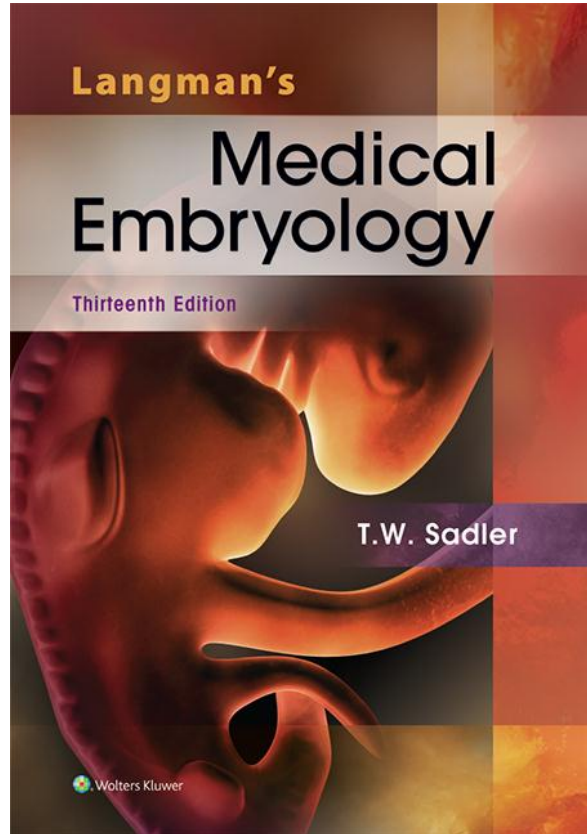
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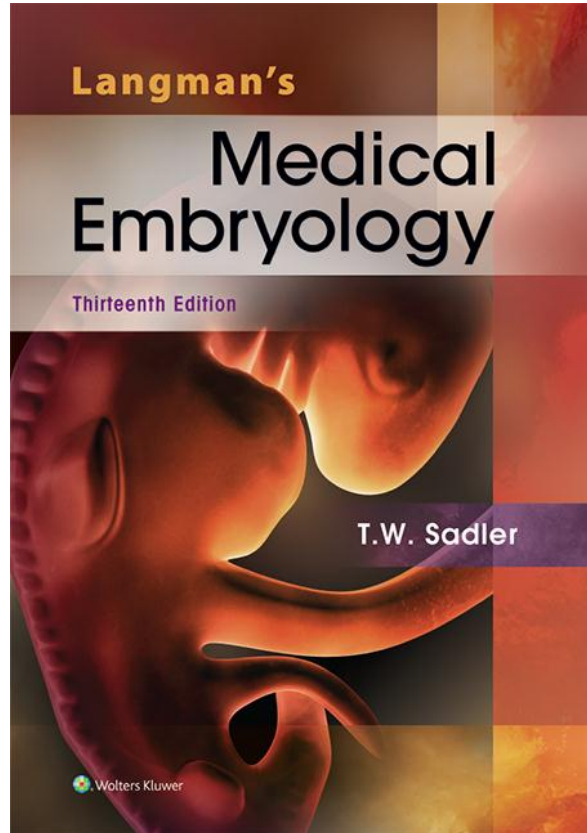
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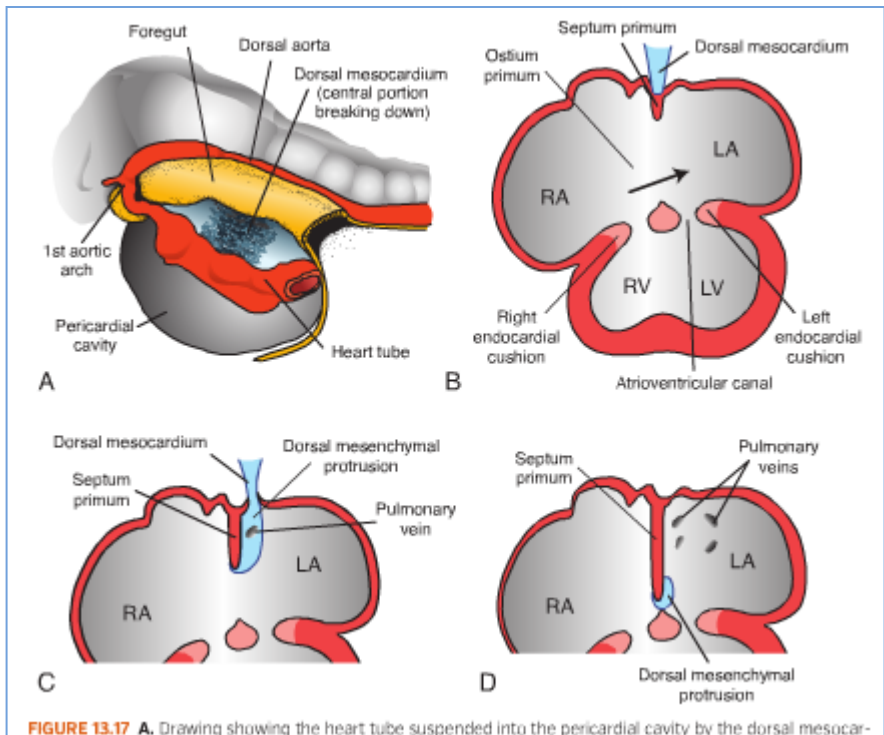
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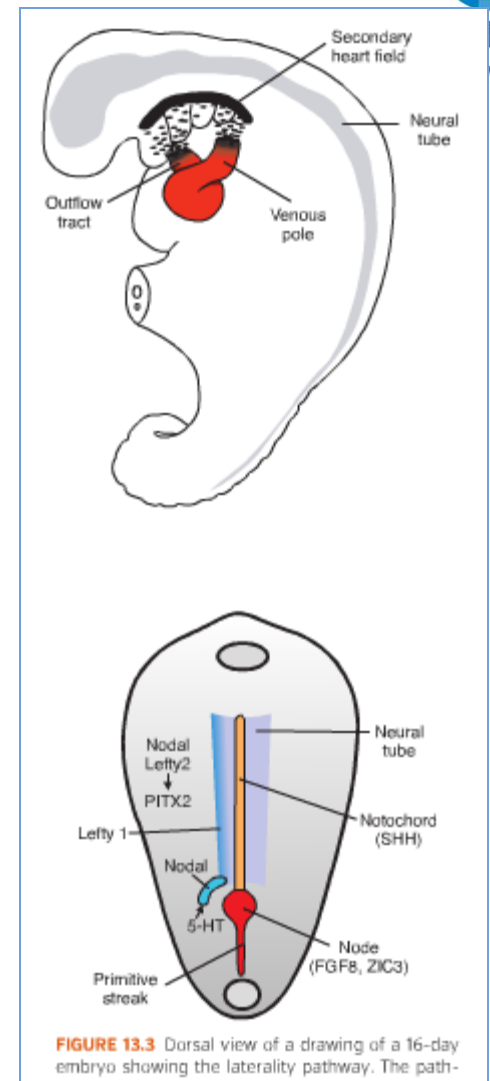
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Updated/expanded Cardiovascular System chapter



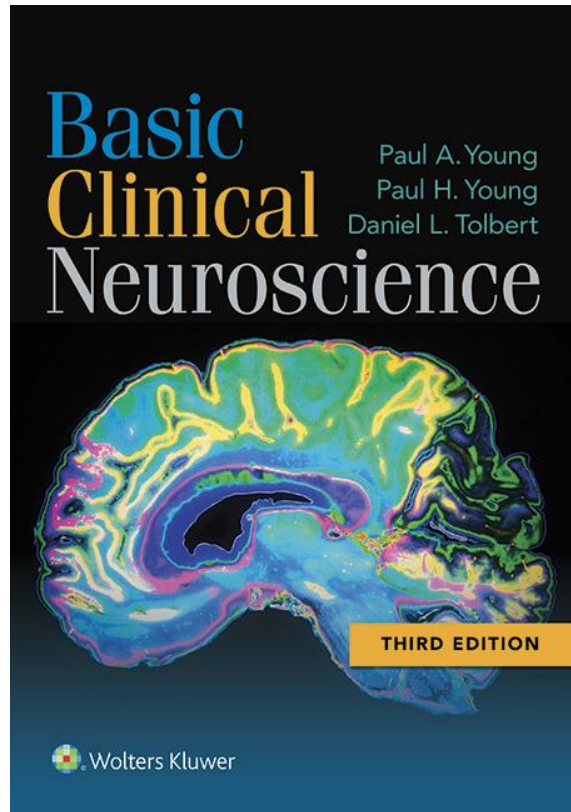
New content; not shown in Moore books (Fig. 13.17)



Lateral pathway explained; not in Moore (Fig. 13.3)

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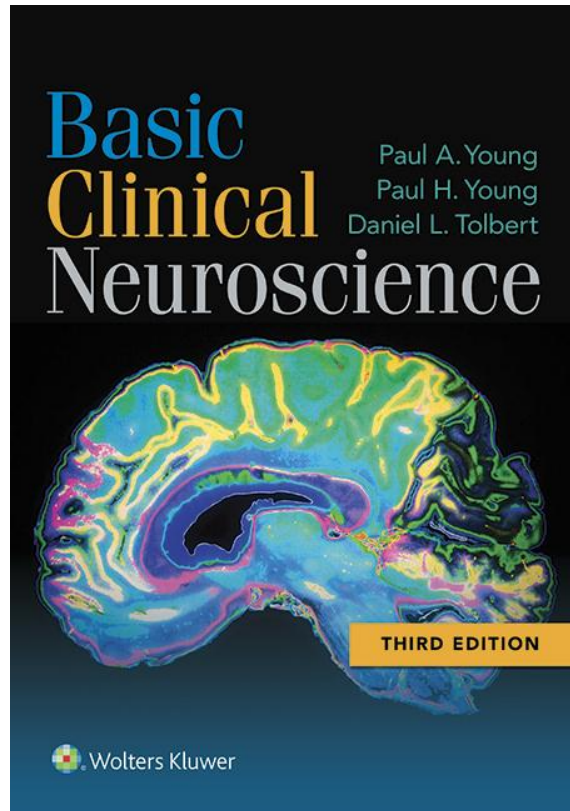
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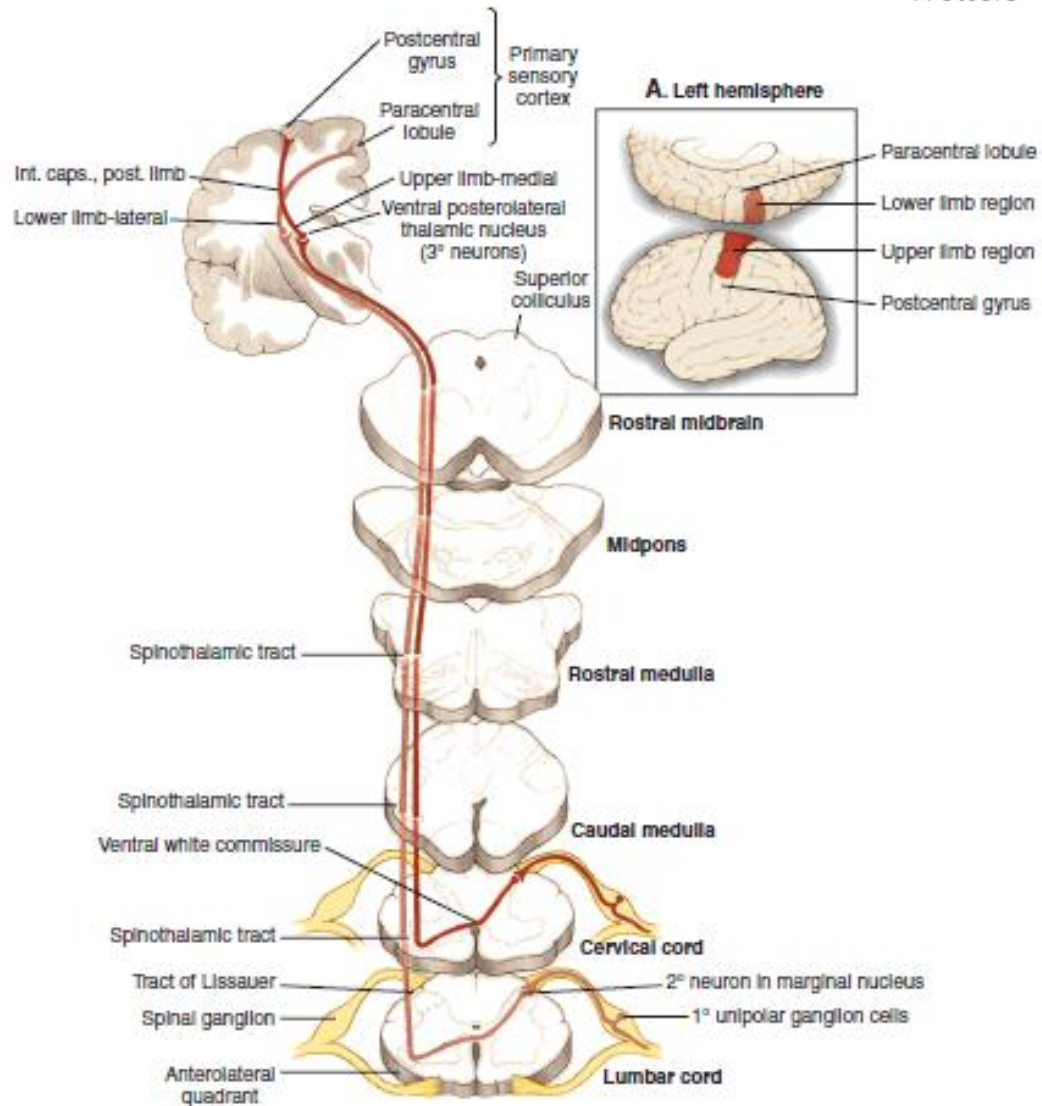
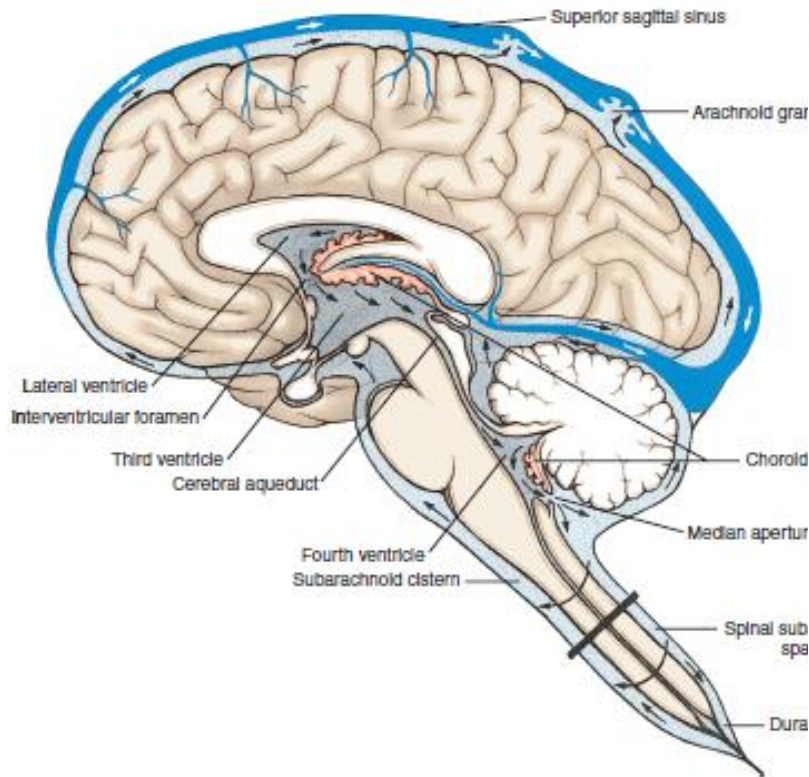
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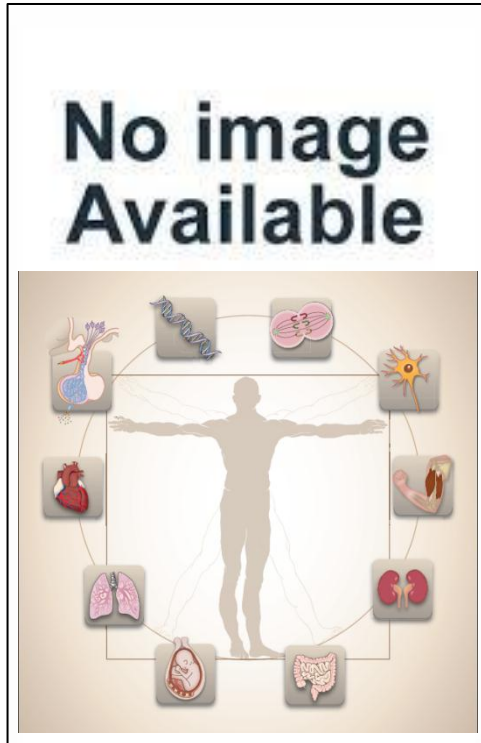


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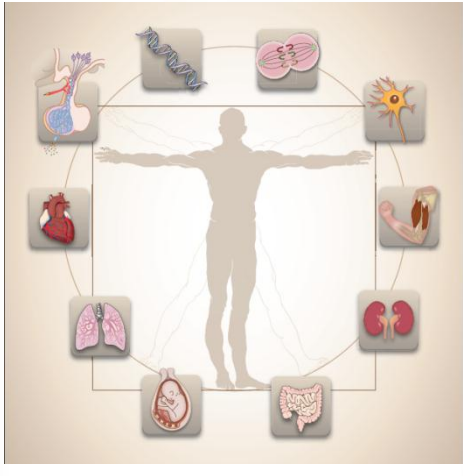
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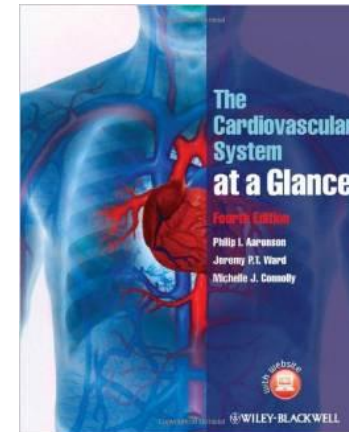
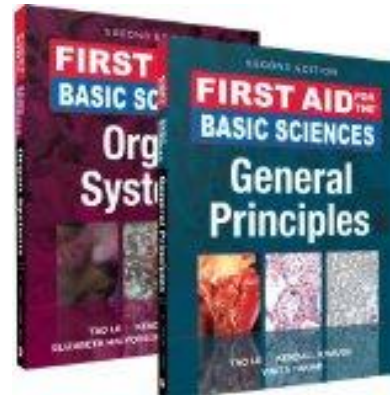
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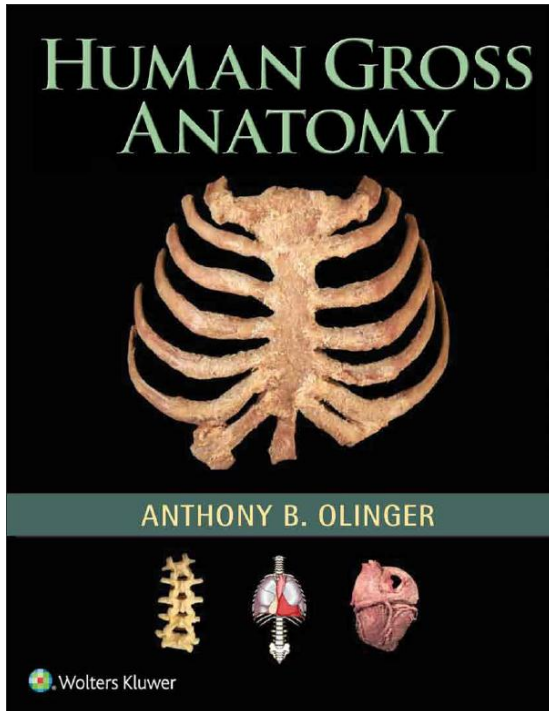
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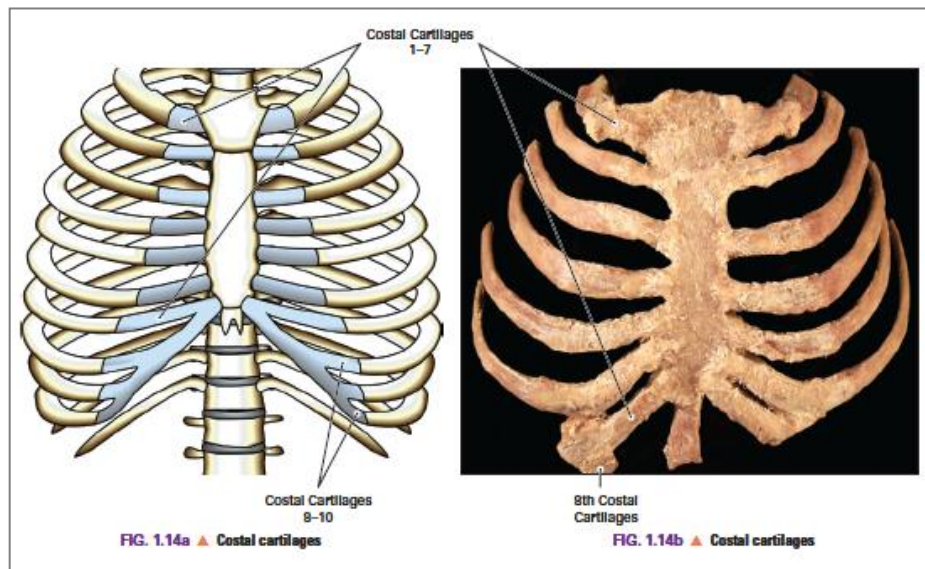
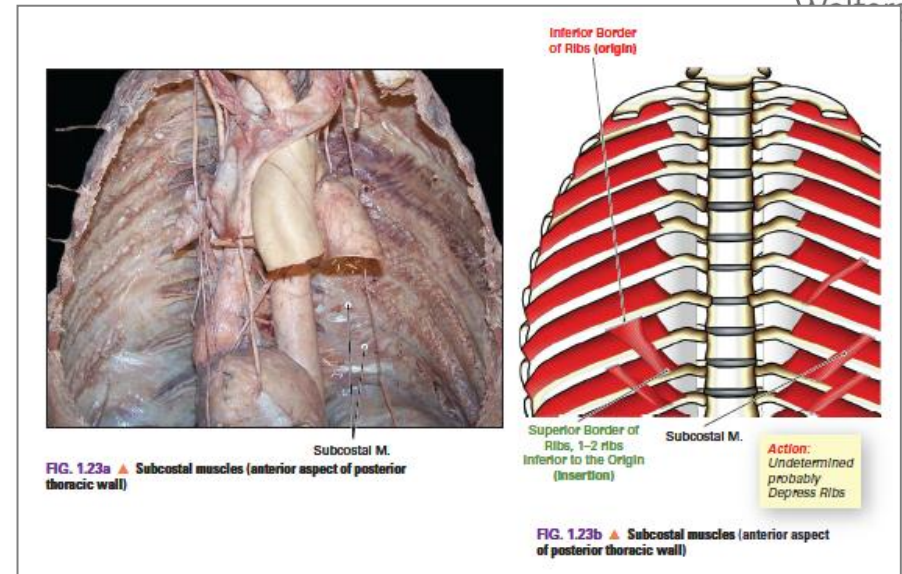
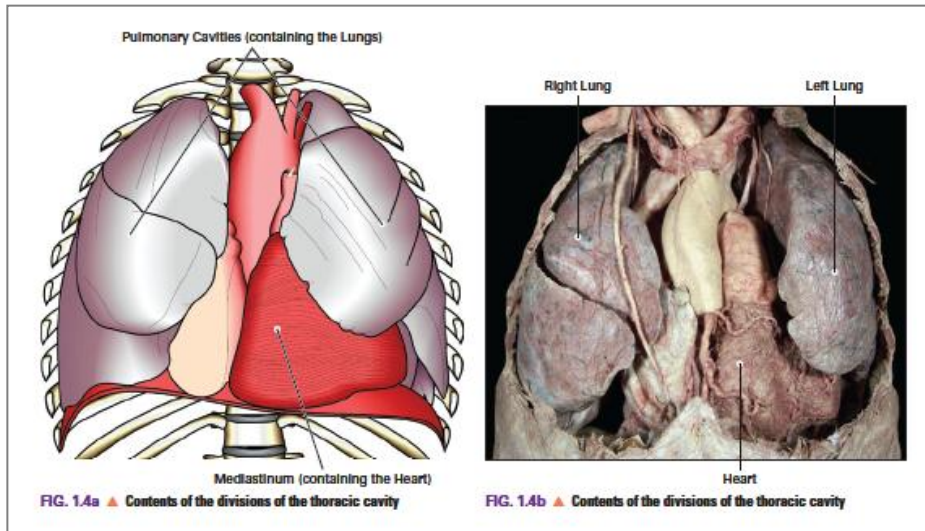
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- II. Osteology:** the sternum, ribs, and thoracic vertebrae form the osteocartilaginous thoracic cage
- A. Sternum:** 3 parts
- 1. Manubrium:** superior portion
 - a. Suprasternal notch:** superior border of manubrium
 - b. Sternal angle (of Louis):** junction of manubrium and body
 - c. Clavicular notch:** articulates with sternal end of clavicle
 - d. Costal notches:** articulate with 1st and half of the 2nd rib
 - 2. Body of sternum:** middle portion; longer, narrower, and thinner than the manubrium
 - a. Xiphoid/sternal joint:** junction of body and xiphoid process
 - b. Costal notches:** articulate with half of the 2nd rib, 3rd-6th ribs, and half of 7th rib
 - c. Transverse ridges:** anterior surface; between costal notches
 - 3. Xiphoid process:** inferior portion
 - a. Costal notch:** articulates with half of 7th rib
- B. Clavicle:** see upper extremity
- C. Ribs:** 2 classification systems that overlap; typical vs. atypical and true, false, and floating
- 1. True (vertebrocostal) ribs (1st-7th):** attaching directly from vertebral segments to the sternum via their
 - ii. Inferior articular facet:** articulates with superior costal demifacet on thoracic vertebral body of same numeric segment
 - iii. Crest of the head:** separates the 2 articular facets
 - b. Neck:** stretch of bone between head and tubercle
 - c. Tubercle:** possesses an articular part with an articular facet and a nonarticular part that is the attachment point for the lateral costotransverse l.
 - i. Articular facet:** articulates with transverse costal facets on thoracic vertebrae
- d. Body:** shaft
 - i. Costal groove:** houses intercostal nerve and vessels
 - ii. Costal angle:** anterolateral turning point of the rib
- 5. Atypical ribs:** 1st, 2nd, 10th-12th
 - a. 1st rib:** broad, flat, and wide
 - i. Head:** possesses only a single facet
 - ii. Scalene tubercle:** insertion point for the anterior scalene m.
 - iii. Groove for the subclavian a.:** superior aspect; posterior to the scalene tubercle
 - iv. Groove for the subclavian v.:** superior aspect; anterior to the scalene tubercle
- b. 2nd rib:** longer than 1st rib

Examples of art, photos, and text

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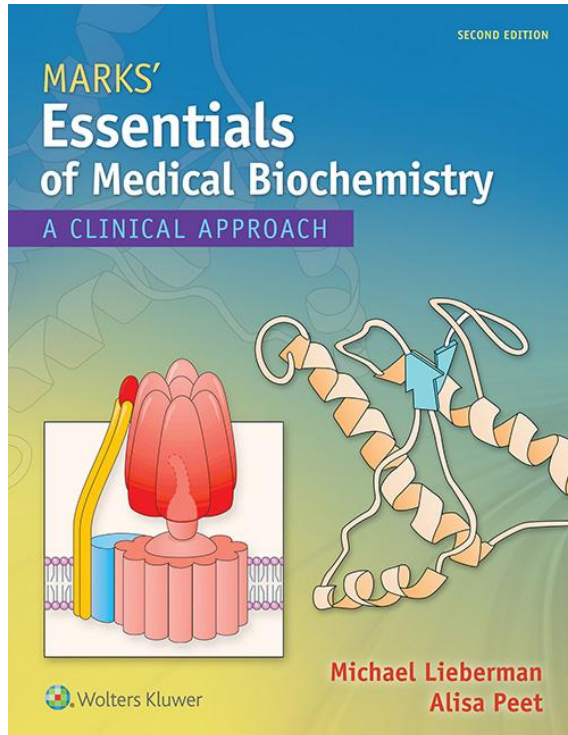
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Title		Things to KNOW
Moore: Essential Clinical Anatomy, 5e		<ul style="list-style-type: none"> • Published Feb 2014 • Drake/Gray's 3e published Feb • NEW Art Program • Package with flash cards
Grant's Anatomy Lab		<ul style="list-style-type: none"> • Released April 2014 • Target courses with custom content • Competes with Thieme e-dissector • Forthcoming videos
Acland Anatomy		<ul style="list-style-type: none"> • Update Released Spring 2014 with NEW Inner Ear content (23 min) • Target PT/OT, Speech/Comm, + Anatomy
Haines: Neuro- anatomy, 9e		<ul style="list-style-type: none"> • Published June 2014 • "Superb images," clinical orientation give competitive edge • Color brain photographs • Available via Health Library

Lieberman, Peet: Marks' Essentials of Medical Biochemistry, 2e

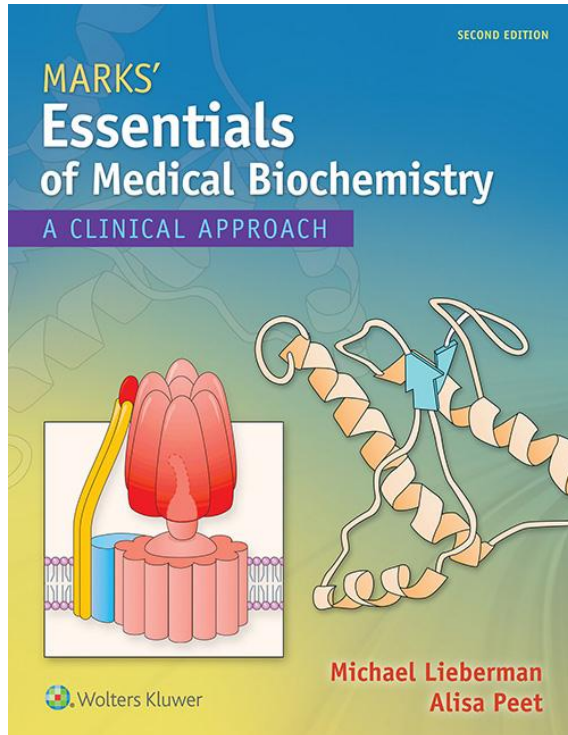


- Links biochem to physiology and pathophysiology, allowing students to apply concepts to the practice of medicine
- Patient vignettes provide clinical context
- Helpful icons identify:
 - signs and symptoms
 - clinical pearls
 - treatment options/outcomes
- Full color highlights structures and pathways
- Summary disease tables reinforce knowledge

December 2014 | 672 pages | \$76.99 | \$360k LOE
Print ISBN: 978-1451190069
Kindle, VST, Inkling

When you have to be right™

Lieberman, Peet: Marks' Essentials of Medical Biochemistry, 2e



- Target pre-med/pre-health programs
- Biochem increasingly important for medical school entrance exams (e.g., MCAT) and advanced medical training
- Show chapter set-up: Waiting room/patient, foundational content + clinical connections, patient outcomes/treatment

“I am using this for Biochem as a pre-req for PA school, and recommend it for anyone applying to a graduate health science program.”

--Amazon reviewer

Bates' Visual Guide / Bates' Guia Visual

VOLUMEN 1. EVALUACIÓN DE PIES A CABEZA: ADULTOS

▶ Reproducir todo (24:56)



1.1. Introducción (1:07)



1.2. Importancia de la comodidad del paciente (1:20)



1.3. Examen general y signos vitales (2:01)



1.4. La piel (1:30)



1.5. Inspección de cabeza y cuello (2:47)



1.6. Sistema nervioso: nervios craneales (3:31)

Spanish version of the site is now live!

- <http://batesguiavisual.com/>

5 new OSCEs added in March

- Lower Back Pain
- Shortness of Breath
- Falls
- Vomiting (Pediatrics)
- Amenorrhea (Pediatrics)

Be sure to lock in new customers prior to price increase!

Available now: Spanish site
March: 5 new OSCEs added to site

When you have to be right™

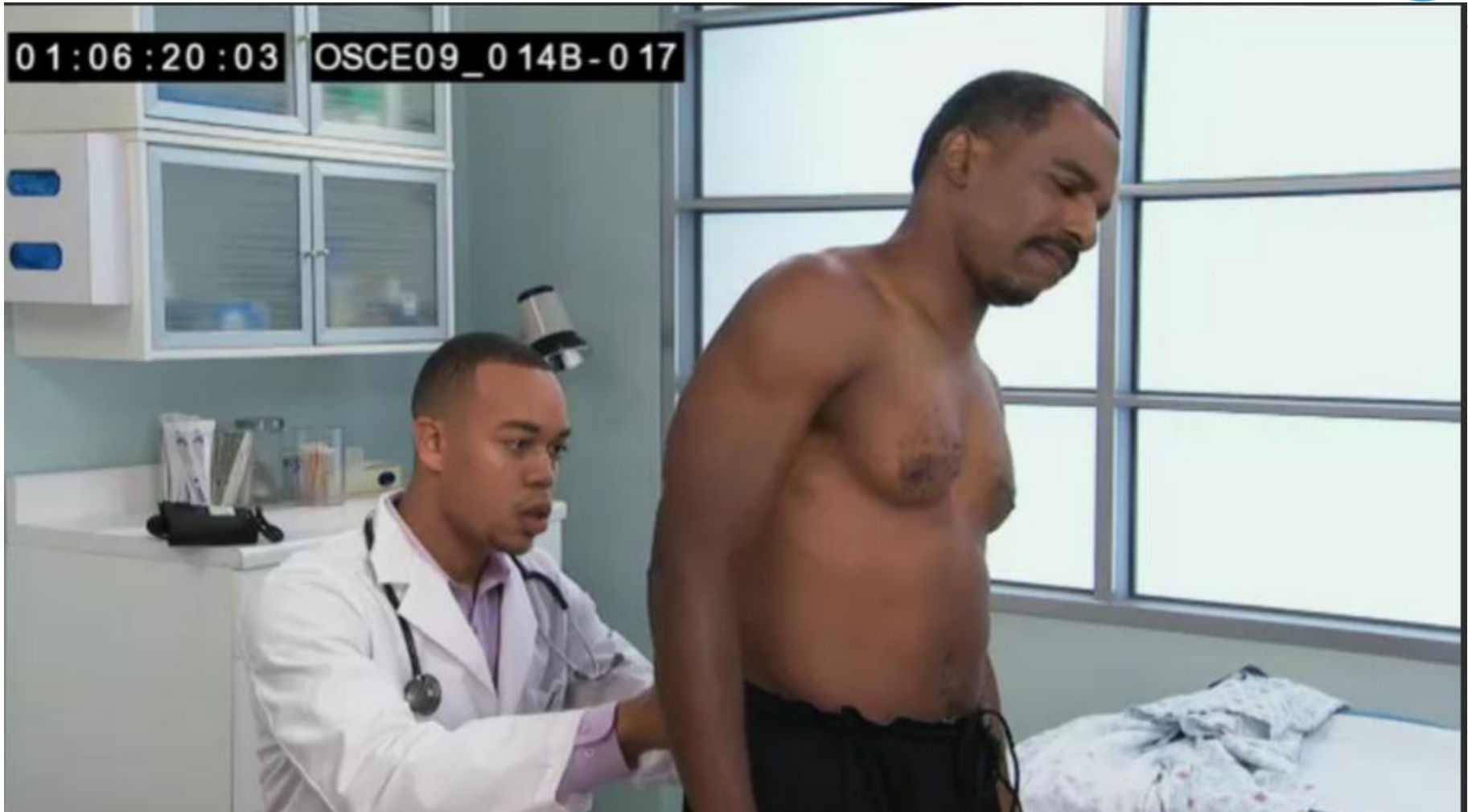
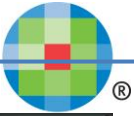
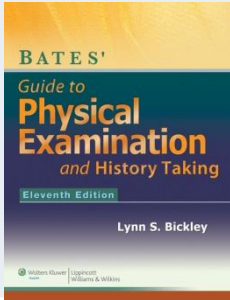



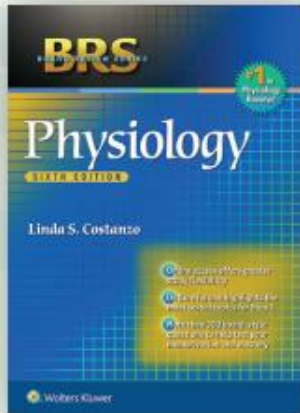
Image from New Back Pain OSCE

When you have to be right™

Basic Sciences: Perennial Winners

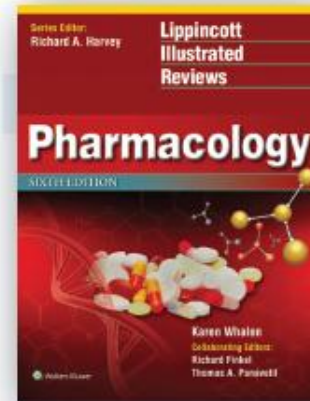
Title		Things to KNOW
Rubin		<ul style="list-style-type: none"> • Published March 2014 • Competes with Robbins • NEW Forensic Path Chapter • Package with Flashcards
Bates' Guide and Bates' Visual Guide		<ul style="list-style-type: none"> • New OSCEs for BVG in 2015 • Leverage ALL-NEW videos and text + BVG complete solution • Competes with ELS, streaming/ 3PP Bates videos, and homegrown
LIR Series Titles and NEW Flash Cards		<ul style="list-style-type: none"> • Cards NOW AVAILABLE in micro, physio, and biochemistry • Target print markets or markets where digital leads but students seek supplemental resources

Basic Sciences: Key Series



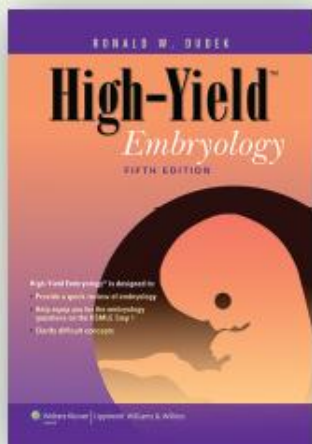
BRS

- Popular outline format makes for a more efficient review
- Emphasizes board-relevant material so you can confirm strengths and uncover areas of weakness



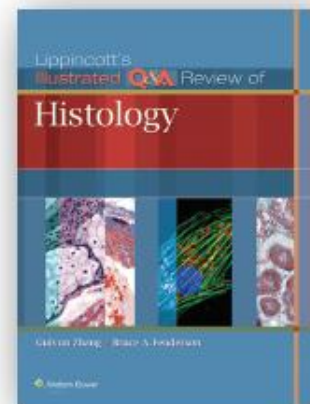
Lippincott's Illustrated Reviews

- Signature outline format and rich illustrations bring concepts to life vibrantly
- Links basic science to real-life clinical situations
- Student favorite for quick review, and easier assimilation, of large amounts of critical, complex material



High-Yield

- Concise, uncluttered outline format
- Typical features include tables, diagrams, photographs, and images to clarify important material



Lippincott's Illustrated Q&A Review

- Perfect for the visual learner
- Offers up-to-date, clinically relevant board-style questions

Clerkship/Clinical Rotations

When you have to be right™

New Clerkship (Clinical Rotations) Collection



- ❑ New collections for clerkship/clinical rotations in May
- ❑ Content organized and searchable by core rotations: Family Medicine, Internal Medicine, OB/GYN, Pediatrics, Surgery, and Psychiatry
- ❑ 40+ core texts, including key titles from NMS, Recall, Blueprints, Step-Up, and Shelf Life series
- ❑ **<Full Title List in Appendix>**

May: clerkship/clinical rotations collection available

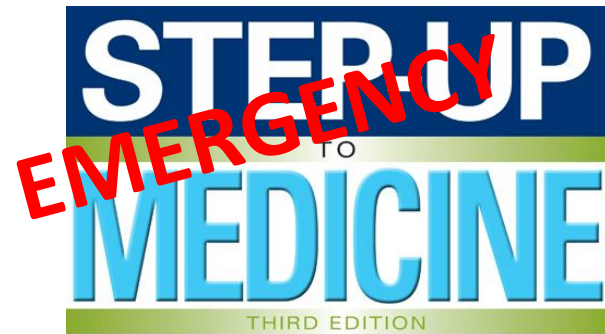
Clerkship Collection: Strategy and Targeting

- Content: most titles are not in books at Ovid, leverage series recognition, promote the high volume of Q&A ~10,000 questions
- Competition: Access Medicine, Clinical Key
- Pricing TBD: will be communicated by Debbie and Philip
- Target clerkship directors: build, buy, and cultivate those customers now!

May: clerkship/clinical rotations collection available

Plantz: Step-Up to **Emergency** Medicine

FIRST EDITION



Steven S. Agabegi • Elizabeth D. Agabegi

- ✔ 800+ Quick Hits highlight facts for the medicine clerkship, shelf exams, and the USMLE Step 2
- ✔ Premier resource with only the necessary amount of explanatory detail
- ✔ 100+ patient management questions with answers in print book + 300 USMLE-style questions online



- ❑ Popular Step-Up series name—leverage our successes in Medicine
- ❑ Author has produced successful Emergency Medicine titles with Lippincott
- ❑ Tabular organization and vivid art/design program
- ❑ Clinical Pearls + “Quick Hits” in the margins

COMPETITION

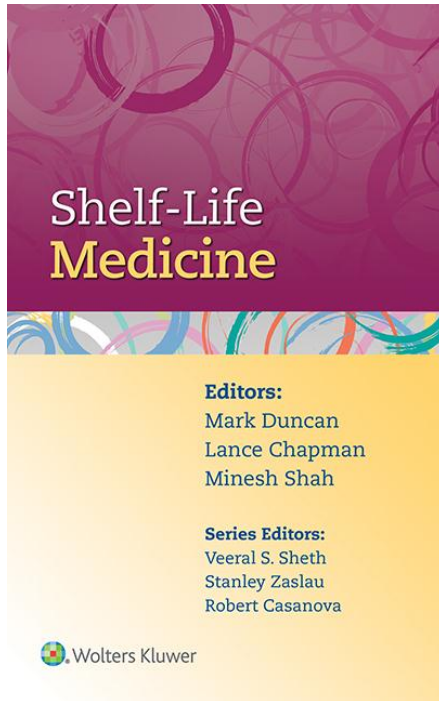
- ❑ Case Files
- ❑ Pre-Test

October 2015 | ~424pages | \$54.99 | \$270k LOE
Print ISBN:978-1-4511-9514-9
Kindle, VST, Inkling

When you have to be right™

Duncan: Shelf-Life: Medicine

FIRST EDITION



- Pocket sized with full color design
- 500 questions and answers with detailed rationales align to the “Shelf” exam
- 100+ clinical images include photos, xays, CTs, and EEG strips
- Dynamic author, willing to engage w/ students, link to author presentation to AMSA

COMPETITION

- First Aid, Master the Boards

COMPARABLES

- Step-Up, Blueprints

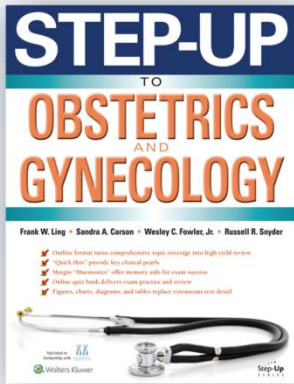
July 2015 | ~544 pages | \$34.99 | \$170k LOE

Print ISBN 978-1451195217

Kindle, VST, Inkling, Health Library

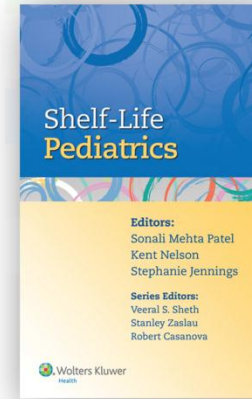
When you have to be right™

Clinical Rotations: Key Series



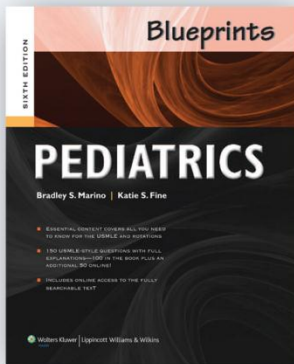
Step-Up

- A lifeline for the clinical years of medical school
- Clinical pearls, “Quick Hits,” and full-color design to emphasize the essentials
- Stunning art program illustrates concepts when a picture says it best



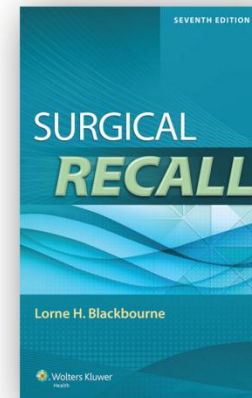
Shelf-Life

- Perfect for clerkships and shelf/end-of-rotation exams
- Pocket sized, with 500 questions and answers aligned with NBME content outlines



Blueprints

- Concise narrative review of content for required rotations and the Boards
- Chapters are brief with USMLE-style questions and cases



Recall

- Written in a rapid-fire question-and-answer format
- Quickly find accurate and on-the-spot answers
- Pocket size makes it convenient for use on clinical rotations

When you have to be right™

Pharmacy

When you have to be right™

LWW Health Library for Pharmacy

Chapter 7: Drug Delivery Systems

Figure 7.1: Schematic diagram of the dissolution process. The concentration of drug at the solid surface is equal to the solubility S of the drug in the dissolution medium, C is the concentration of drug in the bulk solvent, and h is the thickness of the diffusion layer.

Figure 7.2: A plot of the changing concentration gradient in the diffusion layer of a dissolving particle at time = 0, time = t , and time = ∞ . The solubility of the solid is S and the thickness of the diffusion layer is h . The concentration (C) in the bulk solvent.

What's New?

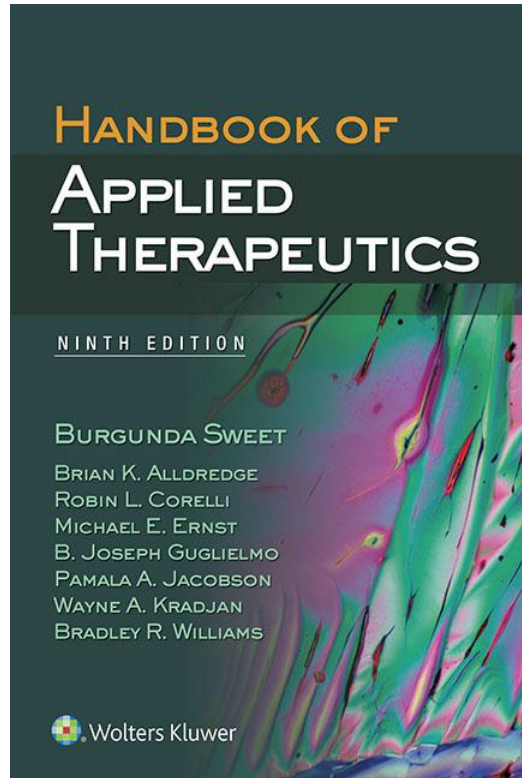
- ❑ 1500 review questions added to new Q&A tool: July
- ❑ Strategy: go back to first round declines with new Q&A and title updates – **have they seen the new site functionality?**



July: 1500 Pharmacy questions added to collection

When you have to be right™

Sweet et al., Handbook of Applied Therapeutics, 9e



- ❑ Presents drug-related content in a bulleted, tabular format to support on-the-go therapeutic decision-making and/or review
- ❑ Covers the latest treatments for more than 85 diseases and conditions, including heart failure, schizophrenia, hepatitis, diabetes
- ❑ Includes algorithms, charts and tables for guidance through more complex decisions

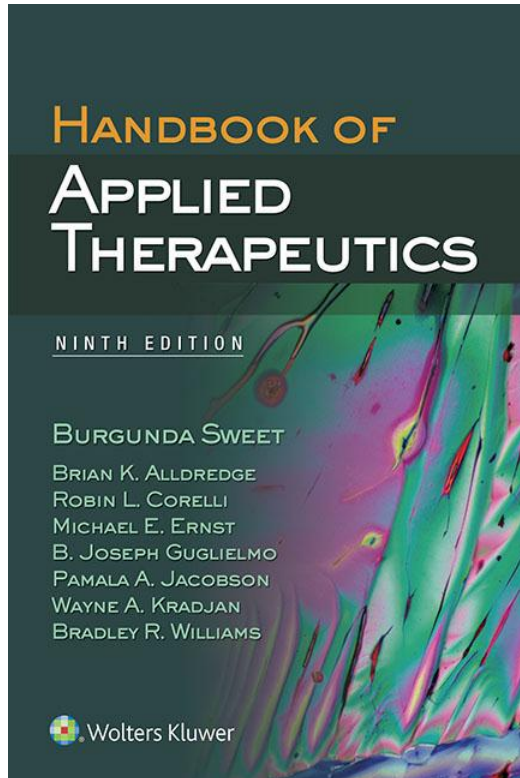
March 2015 | ~800 pages | \$74.99 | \$220k LOE

Print ISBN: 978-1-4511-9345-9

Kindle, VST, Inkling

When you have to be right™

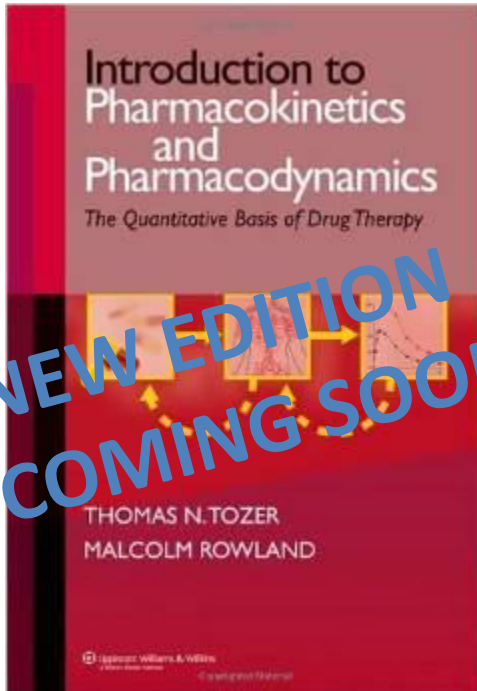
Sweet et al., Handbook of Applied Therapeutics, 9e



- DiPiro handbook is main competitor
- Promote the educational orientation versus clinician (our advantage over DiPiro)
- Position as alternate to larger 2500-page classic text where schools have moved to digital (Access Pharm or Health Library)
- A great student value/purchase!

Tozer/Rowland

Essentials of Pharmacokinetics and Pharmacodynamics, 2e



- Compiled by a distinguished team of international experts
- Covers the basics behind dosage regimens and their use in drug therapy
- NEW Q&A, in-chapter pedagogy, and appendices
- Note change in title/name from prev. edition

COMPETITION

- Shargel, Bauer (MGH)
- DiPiro, Murphy (ASHP)

Nov 2015 | ~352 pages | \$74.99 | \$850k LOE

Print ISBN: 9781451194425

Kindle, VST, Inkling

When you have to be right™

Best wishes for 2015!

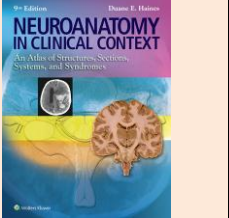
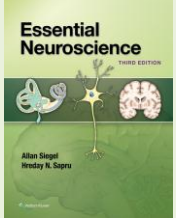
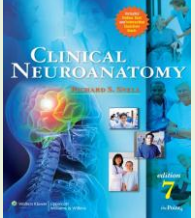
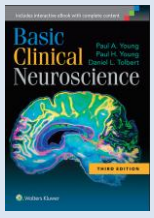
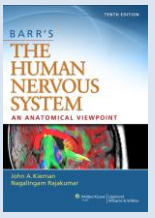
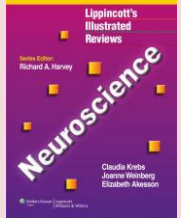
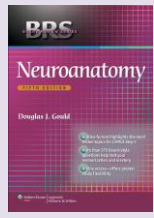
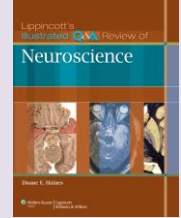
When you have to be right™

Author	Title	Edition	ISBN	Prev. or Proj. Pub Date	Subject Area
Thaler	The Only EKG Book You'll Ever Need	8	9781451193947		Cardiology
Plantz	Step-Up to Emergency Medicine	1	9780781788847	NA	Emergency Medicine
Sloane	Essentials of Family Medicine	6	9781608316557	5/20/2011	Family Medicine
Lipsky	Blue Prints Family Medicine	3	9781608310876	3/26/2010	Family Medicine
Rudy	NMS Q&A Family Medicine	3	9781608315772	9/1/2011	Family Medicine
Ellis	Step-Up to Family Medicine	1	9781469864211	NA	Family Medicine
Washington Manual	Internship Survival Guide	4	9781451143249	3/20/2013	General
Goroll	Primary Care Medicine		9781451151497	7/3/2014	Internal Medicine
Young	Blue Prints Medicine	5	9780781788700	1/7/2009	Internal Medicine
Wolfsthal	NMS Medicine	7	9781608315819	5/20/2011	Internal Medicine
Agabegi	Step-Up to Medicine	3	9781609133603	9/1/2012	Internal Medicine
Bergin	Medicine Recall	4	9781605476759	7/30/2010	Internal Medicine
Duncan: Shelf Life Medicine	Shelf Life Medicine	1	9781451195217		Internal Medicine
Godara	Washington Manual of Medical Therapeutics	34	9781451188516	7/8/2013	Internal Medicine
Beckmann	Obstetrics and Gynecology	7	9781451190434	3/21/2013	OBGYN
Callahan	Blue Prints OBSTETRICS AND GYN	5	9781451117028	12/8/2008	OBGYN
Pfeifer	NMS OBGYN	7	9781608315765	10/6/2011	OBGYN
Snyder	Step-Up to ObGyn	1	9781451112443	7/1/2014	OBGYN
Casanova: Shelf Life Ob/Gyn	Shelf Life OBGYN	1	9781451190458	3/28/2014	OBGYN
Bernstein	Pediatrics for Medical Students	3	9780781770309	7/29/2011	Pediatrics
Zorc	Schwartz Clinical Handbook Pediatrics	5	9781608315789	4/12/2012	Pediatrics
Marino	Blue Prints Pediatrics	6	9781451116045	3/8/2013	Pediatrics
Brown	BRS Pediatrics	1	9780781721295	6/27/2004	Pediatrics
Dworkin	NMS Pediatrics	5	9780781770750	10/2/2008	Pediatrics
Shah	Step-Up to Pediatrics,	1	9781451145809	12/1/2013	Pediatrics
McGahren	Pediatrics Recall	4	9781605476766	9/9/2010	Pediatrics
Sheth: Shelf Life Pediatrics	Shelf Life Pediatrics	1	9781451189575	3/6/2014	Pediatrics
Lawrence	Essentials of General Surgery	5	9780781784955	10/3/2012	Surgery
Lawrence	Essentials of Surgical Specialties	3	9780781750042	9/26/2006	Surgery
Jarrell	NMS Surgery	5	9780781759014	4/18/2007	Surgery
Jarrell	NMS Surgery Casebook	1	9780781732192	11/9/2002	Surgery
KARP	Blue Prints Surgery	5	9780781788687	1/12/2009	Surgery
Zaslau	Step-Up to Surgery	2	9781451187632	4/1/2014	Surgery
Goldfarb	Pocket Surgery	1	9781451112962	10/13/2011	Surgery

Blackbourne	Surgical Recall	7	9781451192919	8/26/2014	Surgery
Blackbourne	Advanced Surgical Recall	4	9781451116533	8/27/2014	Surgery
Zaslau: Shelf Life Surgery	Shelf Life Surgery	1	9781451191479	4/29/2014	Surgery
Van Kleunen	Step-Up to USMLE Step 2	3	9781451189599	4/1/2013	USMLE
Van Kleunen	Step-Up to USMLE Step 3	1	9780781779630	10/1/2008	USMLE
AYALA	Boards & Wards USMLE Step 2&3	5	9781451144062	6/15/2012	USMLE
Ruiz	Substance Abuse Handbook	2	9781451191967	4/14/2014	Psychiatry
Carlat	Psychiatric Interview	3	9781451110197	10/11/2011	Psychiatry
Sadock	Concise Textbook of Clinical Psychiatry	3	9780781787468	4/21/2008	Psychiatry
Sadock	Pocket Handbook of Clinical Psychiatry	5	9781605472645	4/1/2010	Psychiatry
Cavacuti	ASAM's Principles of Addiction Medicine: The Essentials	1	9781605477763	5/18/2011	Psychiatry
Thomhil	NMS Psychiatry	1	9781608315741		



Medical Education Neuroanatomy and Neuroscience Positioning Chart

Title Type	Atlas	Comprehensive Textbooks		Concise Textbooks		Review/ Textbook	Review	
Author(s)	HAINES	SIEGEL, SAPRU	SNELL	YOUNG, YOUNG, TOLBERT	KIERNAN	KREBS, WEINBERG, AKESSON	GOULD (previously Fix)	HAINES
Title, Edition	Neuroanatomy in Clinical Context; An Atlas of Structures, Sections, Systems, and Syndromes, 9e	Essential Neuroscience, 3e	Clinical Neuroanatomy, 7e	Basic Clinical Neuroscience, 3e	Barr's The Human Nervous System, An Anatomical Viewpoint, 10e	Lippincott's Illustrated Reviews: Neuroscience, 1e	BRS Neuroanatomy, 5e (Board Review Series)	Lippincott's Illustrated Q&A Review of Neuroscience, 1e
Cover								
Overview	Photographs, illustrations, and diagnostic images for reference along with descriptive and clinical text	Well-balanced between structure and function (building block approach); comprehensive textbook providing the essential content for medical students (for course and board exam)	Very organized, consistent organization; anatomy (structure) focus with clinical information; comprehensive textbook	Very clinical and incorporates neurophysiology and pathophysiology; concise textbook INKLING BUNDLE	Covers structure and function (integrated view of anatomy and physiology of the nervous system); concise textbook	Outline text, more comprehensive than BRS; can be used as essentials course textbook FLASH CARDS publishing in Aug 2015	Outline review text; multiple-choice Q&A; for course and/or board exam review	Multiple-choice and some matching Q&A with extensive explanations; supplementary purchase
Courses/Market	→ neuroanatomy and neuroscience → courses with lab component → MedEd 1 st year to residency, HP, graduate (e.g., MS/PhD anatomy, biology, neuroscience, etc.)	→ neuroscience → primarily MedEd approach	→ neuroanatomy → MedEd, HP → sales are mostly international (author trained in UK, taught in US)	→ neuroscience or neuroanatomy courses → MedEd, HP	→ neuroanatomy or neuroscience courses → MedEd, HP → sales are mostly international (lead author teaches in Canada, trained in UK)	→ neuroscience and neuroanatomy → Exam review (board and course) → MedEd, HP, upper level undergrad (US)	→ neuroscience and neuroanatomy → Exam review (board and course) → MedEd	→ neuroscience and neuroanatomy → Exam review (board and course) → MedEd
Clinical Focus	Very clinical focus with examples of conditions, but great balance of clinical and anatomical	Clinical considerations are well-balanced with basic science coverage of anatomy, physiology, biology, & chemistry	Clinical notes sections with general considerations, examination information as well as clinical problem solving Q&A (cases); author is an MD and PhD	Very clinical focus, appeals to HP; includes neurophysiology & pathophysiology	Clinical notes provided in blue shaded boxes	Clinical application boxes; clinical scenarios in Q&A	Clinical correlations boxes in text; clinical scenarios in Q&A	Clinical scenarios in Q&A

Title Type	Atlas	Comprehensive Textbooks		Concise Textbooks		Review/ Textbook	Review	
Author(s)	HAINES	SIEGEL, SAPRU	SNELL	YOUNG, YOUNG, TOLBERT	KIERNAN	KREBS, WEINBERG, AKESSON	GOULD (previously Fix)	HAINES
Highlights	→ color brain dissection photos, pathway drawings, MRIs/CTs → anatomical and clinical views → descriptive legends and extensive clinical examples → Q&A chapter	→ well-balanced and building block approach → modern artwork → clinical scenarios → glossary	→ clear, concise writing style → chapter objectives → reader friendly → appendix of clinical significant neurological data	→ contains physiology & pathophysiology → clinically oriented approach with localizing lesions chapter → atlas of myelin-stained sections → unique art style → glossary	→ succinct coverage → chapter on neuroanatomical research methods → glossary	→ outline text with comprehensive coverage → integrated text and artwork → LIR features: overviews, summaries, boxes, Q&A, etc.	→ outline text → chapter exams and comprehensive exam → four-color artwork and design (many review books are not) → Comprehensive Exam	→ Q&A → comprehensive explanations → abundant illustrations, photographs, and MRIs/CTs
Chapter Pedagogical Features	→ chapter intro text → clinical comments highlighted in blue	→ Chapter Outlines → Objectives → Clinical Case boxes → Clinical Considerations sections in text → Chapter Tests → Chapter Summary Tables	→ chapter intro text → Chapter Objectives → Clinical Note boxes → Chapter Clinical Problem Solving (open-ended Q&A) → Chapter Review Questions (multiple choice Q&A) → Additional Readings	→ chapter-opening Case Studies → Clinical Connection boxes → Review Questions	→ Important Facts (bulleted list at the beginning of each chapter) → Clinical Note boxes → Suggested Readings	→ Overviews → Clinical Application boxes → Infolinks (to other LIR titles) → Chapter Summary boxes → Study Questions	→ Objectives → Clinical Correlations sections in text → Review Tests	→ Q&A
Size/Pages/Images/Color	9x12; 368 pages; 685 images; 4 color	8.5x11; 608 pages; 451 images; 4 color	8.5x11; 560 pages; 463 images; 4 color	7x10; 464 pages, 325 images; 4 color	7x10; 448 pages; 222 images; 4 color	8.5x11; 448 pages; 376 images; 4 color	7x10; 416 pages; 200 images; 4 color	8.5 x 11; 224 pages; 202 images; 4 color
Student and Instructor Resources	→ Student: q-bank → Instructor: image bank, e-book	→ Student: q-bank → Instructor: image bank, e-book	→ Student: q-bank, e-book → Instructor: image bank, clinical problem solving PDFs	→ Student: 3e includes FREE Inkling version with integrated ancillaries → Instructor: image bank, e-book	→ Student: e-book → Instructor: image bank	→ Student: q-bank, animations, e-book → Instructor: image bank	→ Student: q-bank, e-book → Instructor: image bank	→ Student: q-bank, e-book → Instructor: n/a
Primary Competitor(s)	→ Nolte: The Human Brain in Photographs and Diagrams (ATLAS), 4e (Elsevier) → Felton: Netter's Atlas of Neuroscience, 2e (Elsevier) Haines atlas is the market leader	→ Haines: Fundamental Neuroscience for Basic and Clinical Applications, 4e (Elsevier)	→ Fitzgerald: Clinical Neuroanatomy and Neuroscience, 6e (Elsevier) → Vanderah & Gould: Nolte's The Human Brain: An Introduction to its Functional Anatomy, 7e, June 2015 (Elsevier)	→ Waxman: Clinical Neuroanatomy, 27e (McGraw-Hill: Lange series) → Vanderah & Gould: Nolte's The Human Brain: An Introduction to its Functional Anatomy, 7e, June 2015 (Elsevier) → Gilman/Newman: Manter and Gatz's Essentials of Neuroanatomy and Neurophysiology, 10e (F.A. Davis) → Rubin: Netter's Concise Neuroanatomy, 1e (Elsevier)	→ Waxman: Clinical Neuroanatomy, 27e (McGraw-Hill: Lange series) → Vanderah & Gould: Nolte's The Human Brain: An Introduction to its Functional Anatomy, 7e, June 2015 (Elsevier) → Crossman: Neuroanatomy: An Illustrated Colour Text, 5e (Elsevier, UK)	→ Waxman: Clinical Neuroanatomy, 27e (McGraw-Hill: Lange series) → Vanderah & Gould: Nolte's The Human Brain: An Introduction to its Functional Anatomy, 7e, June 2015 (Elsevier) BRS and High-Yield are the market leaders	→ Rapid Review Neuroscience, 1e (Elsevier) → USMLE Roadmap Neuroscience, 2e (McGraw-Hill)	→ Siegel: PreTest Neuroscience, 8e (McGraw-Hill)

Title Type	Atlas	Comprehensive Textbooks		Concise Textbooks		Review/ Textbook	Review	
Author(s)	HAINES	SIEGEL, SAPRU	SNELL	YOUNG, YOUNG, TOLBERT	KIERNAN	KREBS, WEINBERG, AKESSON	GOULD (previously Fix)	HAINES
Amazon Reviewer Quotes	<p>→ “This is an atlas with brain cuts in every way you would need along with X rays and other brain imaging. This was one of the few books this year that I have actually found very useful. It would be very hard to learn neuroanatomy lab without a good atlas so I highly recommend this book if you are taking a neuro lab course.”</p> <p>→ “Great neuroanatomy book! Absolute need for neuro unit! I consulted it throughout the entire med school neuroscience course. Highly recommended!!”</p>	<p>→ “It is a terrific book of neuroscience. Other textbooks on market are either too brief on neurophysiology or dwell too much on the field biochemistry. The best thing about this book is that it touches on every aspects of neurology comprehensively and specifically catered for medical students. The arrangement is coherent and it is easy to follow the flow of the book, which explained each part of the nervous system by its afferent and efferent connections. Diagrams are adequate and the pathways are vividly illustrated.”</p> <p>→ “This is a spectacular textbook. It is very well written and very easy to understand...”</p>	<p>→ “I think this book is great to use as a start when learning neuroanatomy. If more in depth knowledge is required other books will be needed, but this is excellent to start with. Highly recommend this.”</p> <p>→ “This book is very good as the first start of medical student as it contains enough information for the basics of anatomy of the CNS. When I want to review brain anatomy I always return to it as it is easy to read and remember with its beautiful illustrations for the pathways and good gross anatomy pictures.”</p>	<p>→ “I have found this book immensely helpful in preparing for my Neurology course in med school. The chapters are well presented on a system basis with numerous, helpful illustrations and good review questions at the end of each chapter and an entire chapter at the end of the book focused on locating lesions. For USMLE Step 1, it is a good resource for a functional approach to neurology and its concise length prevents it from being too daunting.”</p> <p>→ “... this book is very clear and readable...” Highly recommended.”</p>	<p>→ “This book presents neuroscience from an anatomical perspective. It is clear and concise and is appropriate for all levels of learners. The anatomical perspective of photographs and charts provides a level of clarity for all visual learners while the text provides wonderful in-depth descriptions of all pertinent structures.”</p> <p>→ “Found it very useful in preparing for fellowship exams. Recommend to all neurosurgical trainees and those needing to learn neuroanatomy.”</p> <p>→ “This was a required textbook for my Neuroscience courses in chiropractic school, and it suited me very well (I'd say even better than the other required textbook).”</p>	<p>→ “...The title says it's a review but it is in fact an excellent textbook of around 400 pages. The book is well organized and the highlight of this book are the illustrations. The illustrations are very explanatory and pleasing. The text is written with a clinical orientation and is easy to follow. The chapters are discussed with a physiological approach... There are a few teaching boxes which I loved, the one on decerebrate and decorticate posturing, really well explained. There are a few questions at the end of each chapter which one may use for review...”</p>	<p>→ “Made the mistake of attempting to use this as a primary resource to review class material. This requires a solid basic understanding of neuro to use. The questions were great review for class materials before exams. I anticipate this will be useful for USMLE Step 1 review, just not as useful DURING a first pass at neuroanatomy.”</p> <p>→ “The new edition is light years ahead of the prior and has a boat load of questions. Of the other "review" style books, this is my favorite for explanations and great illustrations.”</p>	<p>→ “...the book is a great book and I use it all the time in my Neuroscience class in Medical school. The questions are hard but it helps with the learning and the explanations are great. I would recommend this book!”</p> <p>→ “A monotonous subject like neurology can be made interesting by clinical scenarios. The answers are very comprehensive. A good book before the exam.”</p> <p>→ “...a very essential supplement for medical students...during school to really nail down the concepts. If you learn by testing yourself this is a good book. The answers are detailed.”</p>

Also available in Medical Education (MedEd):

- Fix [Gould & Brueckner, 5e/2015]: High-Yield Neuroanatomy, 4e (concise review book) <http://thepoint.lww.com/Book/Show/3054>
- Gould: Lippincott's Pocket Neuroanatomy, 1e (pocket-sized quick reference) <http://thepoint.lww.com/Book/Show/366700>
- Gould & Brueckner: Sidman's Neuroanatomy Learning Tool, 2e (workbook) <http://thepoint.lww.com/Book/Show/2885>

Health Professions (HP) Options:

- Bear: Neuroscience: Exploring the Brain, 4e (comprehensive textbook, behavior and research information included) <http://thepoint.lww.com/Book/Show/3396#>
- Bhatnagar: Neuroscience for Communicative Disorders, 4e (textbook for SLH programs) <http://thepoint.lww.com/Book/Show/237800#>

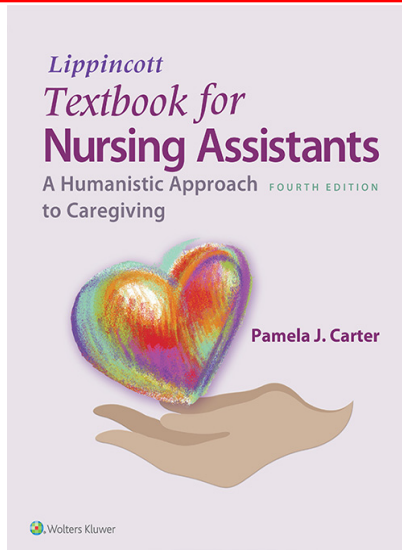
Professional & Education

Nursing Education

2 0 1 5

Pamela Carter RN, BSN, MEd, CNOR, Davis Applied Technology College, Kaysville, UT

pp | March 2015 | Book/PB-Paperback | \$ 71.99



ISBN:	9781451194661
Trim Size:	8.375 x 10.875
Edition Info:	Fourth
Market/Program:	*NUR/Nursing - Assisting (CNA)/Certified Nursing Assistant (CNA)
Illustrations:	0
Previous ISBN:	978-1-60547-635-3
Future ISBN:	
Restrictions:	Worldwide

Key Concept Statement:

Description:

Master the technical, communication, and critical thinking skills you need to provide compassionate, competent care in any health care setting with **Lippincott's Textbook for Nursing Assistants, 4e**. This comprehensive, student-friendly book is written in a conversational, easy-to-read style, features a unique and fully integrated art program to help you understand key topics, and provides clear, concise coverage of nursing procedures that conform to the latest state-specific guidelines and 2012 NNAAP skill revisions.

- **Guidelines ("What You Do/Why You Do It")** boxes provide the whys and the how-tos for carrying out key nursing assistant actions.
- **Tell the Nurse! Notes** summarize observations that you need to report to the nurse.
- **Stop and Think! Scenarios** encourage you to solve the types of complex, real world nursing situations you'll encounter on the job.
- **Helping Hands and a Caring Heart: Focus on Humanistic Health Care boxes** encourage you to empathize with those in your care and meet patients' and residents' emotional and spiritual needs, as well as their physical needs.
- **Empowering online learning tools** that help you master key content, include *Watch and Learn/Listen and Learn Audio and Video Clips* and an *interactive audio glossary* that pronounces vocabulary words, defines them, and uses them in a sentence.
- **Procedure boxes** that emphasize the concepts of privacy, safety, infection control, and comfort begin with a "Why You Do It" statement, followed by concise step-by-step instructions (including "Getting Ready" and "Finishing Up" steps) to prepare you for role as a nursing assistant.
- **Chapter-ending summary sections** help you review the key concepts.
- **What Did You Learn? multiple-choice and matching exercises** similar to the questions on state certification exams allow you to evaluate your understanding. Answers are provided at the end of the book.
- **Nursing Assistants Make A Difference! sections** include first-person accounts from patients, residents, clients, or family members that focus on how a nursing assistant has had a positive impact on their lives or the lives of their loved ones, demonstrating how vital nursing assistants are to the health care team.

Related URL:

For Sale Ancillary:

Workbook for Lippincott's Textbook for Nursing Assistants
Pamela Carter
/ 978-1-4511-9474-6 / \$34.99 / March, 2015 / Book

Free Ancillary:

Instructor Resources for Lippincott's Textbook for Nursing Assistants
Pamela Carter
/ 978-1-4511-9467-8 / \$ / March, 2015 / Online Software

Upsell:

Features:

- **New Guidelines boxes** that focus on care of the elderly patient or resident have been added to various chapters.
- **All procedures have been updated** to reflect current practice and the NNAAP 2012 skill revisions and are accompanied by new photos and art.
- **Current procedures** on pulse oximetry, blood glucose testing, and tub and shower bathing have been integrated throughout.
- **A new, two-chapter unit** covers nursing assistant care with residents in long-term care settings.
- **Updated statistics, MyPlate nutritional guidelines, and 2010 AHA BLS guidelines** have been integrated throughout the text.
- **An expanded home health care unit** now features contributions from experts in the field.
- **Guidelines (“What You Do/Why You Do It”) boxes** summarize the whys and hows for carrying out key nursing assistant actions.
- **Tell the Nurse! Notes** summarize observations that the nursing assistant needs to report to the nurse.
- **Stop and Think! Scenarios** encourage students to solve real world problems in the types of complex situations they will encounter in the workplace.
- **Helping Hands and a Caring Heart: Focus on Humanistic Health Care boxes** encourage students to empathize with those in their care so they can effectively meet patients’ and residents’ emotional and spiritual needs, as well as their physical needs.
- **Empowering online learning tools** that help students master key content include *Watch and Learn/Listen and Learn Audio and Video Clips* and an *interactive audio glossary* that pronounces vocabulary words, defines them, and uses them in a sentence.
- **Procedure boxes** emphasizing the concepts of privacy, safety, infection control, and comfort begin with a “Why You Do It?” statement, followed by clear, concise step-by-step instructions (including “Getting Ready” and “Finishing Up” steps). Photographs and illustrations are included to clarify procedural steps as necessary.
- **Chapter-ending summary sections** presented in a unique narrative outline format help students to review the key concepts of the chapter.
- **What Did You Learn? multiple-choice and matching exercises** similar to state certification exam questions allow students to evaluate their understanding. Answers are provided at the end of the book.
- **Nursing Assistants Make a Difference! sections** include first-person accounts from patients, residents, clients, or family members describing how a nursing assistant has had a positive impact on their lives or the lives of their loved ones. These stories help students see that they are vital members of the health care team and inspire them to go the “extra mile” in providing the highest quality of holistic health care.

Ancillary Assets:

Help your students master the technical, communication, and critical thinking skills they need to provide compassionate, competent care in any health care setting with **Lippincott's Textbook for Nursing Assistants, 4e**. This comprehensive, easy-to-understand book emphasizes reading comprehension over reading level, features a unique and engaging art program that is fully integrated with the narrative, and provides clear, concise coverage of nursing procedures. The procedures in the Fourth Edition have been updated to incorporate the latest state-specific guidelines and 2012 NNAAP skill revisions. In addition, new procedural photos, updated and expanded information in the home health care unit, and a new unit on providing nursing assistant care in long-term health care settings enrich the presentation. The Fourth Edition is accompanied by a full suite of ancillary resources designed to make instructors more efficient and students more successful. **Student Resources:**

- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **An image bank** provides all the images from the textbook.
- **Procedure Checklists** help students assess their mastery of all the procedures in the book.
- **A Spanish-Language Audiobook Translation** translates key terms into Spanish.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **CNA Audio Essays** allow students to listen to essays that cover essential Certified Nursing Assistant topics.

Instructor Resources:

- **PowerPoint Presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Discussion Topics (with answers)** can be used as conversation starters or in online discussion boards.
- **Syllabi** provide guidance for structuring your nursing assistant course.
- **Assignments (and suggested answers)** include group, written, clinical, and Web assignments.
- **Stop and Think Discussion Points** suggest ways to get students involved in thinking critically about the scenarios in the text.
- **Pre-Lecture Quizzes (and answers)** are quick, knowledge-based assessments that allow you to check students' reading.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **Answers to Questions in the Workbook** are included for your convenience.
- **A complete image bank** enhances lecture and exam preparation.
- **Learning Objectives** for each chapter provide an outline of the key content your students must master.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Strategies for Effective Teaching** provide sample lesson plans.
- **Procedure Checklists** help you evaluate your students' mastery of each procedure.
- **A test generator** speeds creation of tests that assess your students' understanding of the material.
- **CNA Audio Essays** allow students to listen to essays that cover essential Certified Nursing Assistant topics.
- **eBook on thePoint** provides anytime, anywhere access to the fully searchable text and image bank.

To further support your students' success in the course, a **Student Workbook** packed with opportunities to review and practice is available separately or packaged with the main text.

Selling Strategies:

- Match Up: Sorrentino, 8e(ELS) will revise 1/16; #1 market share in CNAo Hegner, 10e (Cengage) was last revised 7/07; there is no revision scheduled in the next several monthso Wolgin, 1e (Pearson) should revise 11/15; this is a first edition so the revision cycle has not been established
- Take market share from Sorrentino!
- Concise and user-friendly design
- Available resources include Spanish-language audio translation, updated video series, and a potential PrePU product
- Student bundle will include text, workbook, and video series for a complete learning experience
- Pam Carter works tirelessly to communicate with faculty and provides curriculum match-up grids by state
- Marketing to create a side-by-side comparative analysis with competing titles for distribution to reps
- Product Clustering Opportunities Carter, WORKBOOK T/A LWV's TB FOR NURSING ASSISTANTS VIDEO SERIES T/A LWV's TB FOR NURSING ASSISTANTS (2/15) PREPU FOR CAN (TBD)

Discovery Questions:

Competition:

Mosby's Textbook for Nursing Assistants

Sorrentino

/ 978-0-323-08068-2 \$0.00 / 1/1/12 / / 896pp. /

Nursing Assistant: A Nursing Process Approach

Hegner

/ 978-1-4180-6606-2 \$0.00 / 7/7/14 / / 1,024pp. /

Pearson's Nursing Assistant Today

Wolgin

/ 978-0-13-506442-9 \$0.00 / 11/1/11 / / 456pp. /

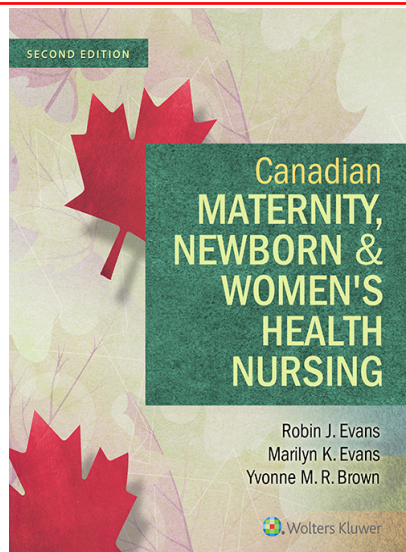
Table of Contents:

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Squazzo, Kelley
Product Manager: Burland, Katherine S

Robin J. Evans RN, PhD, PNC(C), Assistant Professor, College of Nursing, Regina Site, University of Saskatchewan, Regina, Saskatchewan,
Canada

1104pp | October 2014 | Book/HC-Printed Cover | \$ 108.99



ISBN:	9781451190854
Trim Size:	8.375 x 10.875
Edition Info:	Second
Market/Program:	*NUR/Nursing - Maternal and Women's Health Nursing/Maternal, Perinatal and Women's Health Nursing [Education]
Illustrations:	0
Previous ISBN:	978-0-7817-8836-6
Future ISBN:	
Restrictions:	Canada Only

Contributor(s):

Yvonne M. Brown RN, MCEd | **Marilyn K. Evans** RN, MN, PhD, Assistant Professor, Arthur Labatt Family School of Nursing, The
University of Western Ontario, London, Ontario, Canada

Key Concept Statement:

Description:

Prepare your students for effective nursing practice in Canadian healthcare settings with *Canadian Maternity, Newborn, & Women's Health Nursing, 2e*. Offering up-to-date research and content, this practical book covers all stages of maternity nursing from preconception to postpartum, as well as women's health issues throughout the lifespan, including health promotion, nutrition, medical issues, psychosocial issues, sexuality, family, fertility, menopause, and aging. Focusing on evidence-based practice and clinical application, the text helps students prepare for effective maternity and women's health nursing in today's multifaceted health care environment. Updated for currency and accuracy and filled with new art and photographs, the Second Edition includes even more content specific to Canadian nursing, adds more depth and critical thinking elements to each chapter's progressive case studies, and provides an expanded array of online resources, including assignments, activities, and case studies that help students understand and safely practice maternity nursing in the Canadian health care system. **Instructor Resources:**

- **PowerPoint presentations** assist in integrating the textbook with your students' classroom experience, via either handouts or slide shows.
 - **A revised Test Bank** with five new questions per chapter speeds test preparation.
 - **Learning Objectives** for each chapter provide a valuable checklist for assessing student mastery of key content.
 - **Answers to Questions in the Book** are provided for your convenience, as well as in an appendix in the book.
 - **Strategies for Effective Teaching** provide tips for teaching the course.
 - **Blackboard-ready materials** work effectively with your class management system.
 - **Assignments** (and suggested answers) including group, written, clinical, and Web assignments, provides you with a wealth of assignment material to choose from.
 - **A complete image bank** enhances lecture and exam preparation.
 - **Journal Articles** offer access to research available in LWW journals.
 - **Case Studies with questions** (via interactive module) can be assigned to give students practice applying concepts to real world situations.
 - **Maternity Video Clips** bring concepts to life.
 - **Reference links** for every chapter facilitate further exploration of key research.
 - **A complete eBook** of the text offers anytime, anywhere search capability.
- Student Resources:**
- **Watch & View Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
 - **Learning Objectives** for every chapter help students gauge their mastery of key content.
 - **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
 - **Journal Articles** offer access to current research available in LWW journals.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resource for Canadian Maternity, Newborn, & Women's Health Nursing
Robin J. Evans; Yvonne M. Brown; Marilyn K. Evans
/ 978-1-4511-9086-1 / \$0.01 / May, 2014 / Online Software

Upsell:

Features:

- **NEW!** Progressive Case Studies now offer more depth, new critical thinking questions, and new end-of-chapter case review questions.
- **NEW!** Even more Canadian content is integrated into the text.
- **NEW!** Additional art and images enhance student understanding.
- **NEW!** Additional Canadian-specific online resources have been added to the robust instructor and student teaching and learning package.
- **UPDATED!** The most recent prenatal nutrition guidelines, contraception information, and sexual orientation information bring the text completely up to date.

- REVISED!** The index has been revised for clarity and ease of use.
- UPDATED!** Updated information throughout reflects changes to SOGC and FOTC clinical practice guidelines.
- Progressive Case Studies** woven through each chapter and **Nursing Care Plans** related to the case studies help students fine tune their critical thinking skills by applying chapter content to real-life scenarios.
- New chapter-ending **case review questions** reinforce learning.
- Collaborative Care** sections prepare students to work effectively with a team of caregivers.
- Nursing Procedures** sections provide striking, step-by-step visuals that illustrate how to perform each procedure.
- Coverage of the healthcare issues associated with Canada's **immigrant population** prepares students for the realities of practice.
- Pharmacology boxes** present mechanisms of action, usual dosages, common side effects, and nursing implications to prepare students for effective practice.
- More than 250 full color illustrations and more than 300 full color photographs** bring concepts to life and clarify information.
- Complementary and Alternative Therapy boxes** increase students' understanding of different approaches to treatment.
- Teaching Tips** prepare your students for effective client and family education to ensure health promotion, disease prevention, and illness management.
- Nursing Research boxes** apply the latest evidence-based practices to clinical situations.
- Assessment Tools** prepare your students for effective patient assessment, including gathering patient histories and doing physical examinations.

Ancillary Assets:

Prepare for the realities of effective maternity nursing practice in Canadian healthcare settings with **Canadian Maternity, Newborn, & Women's Health Nursing, 2e**. Offering up-to-date research and content, this practical book covers all stages of maternity nursing from preconception to postpartum, as well as women's health issues throughout the lifespan, including health promotion, nutrition, medical issues, psychosocial issues, sexuality, family, fertility, menopause, and aging. Focusing on evidence-based practice and clinical application, the text will help you prepare for effective maternity and women's health nursing in today's multifaceted health care environment.

- Enhance your critical thinking skills by applying chapter content to real-life scenarios using the **Progressive Case Studies** woven through each chapter. In addition, **Nursing Care Plans** related to the case studies and new chapter-ending **case review questions** help you prepare for clinical practice.
- Learn to work effectively with a team of care givers through **Collaborative Care** sections.
- Master key skills through **Nursing Procedures** that use striking, step-by-step visuals to illustrate how to perform each procedure
- Broaden your understanding of the healthcare issues associated with Canada's **immigrant population**.
- Prepare for effective practice with **Pharmacology boxes** that present mechanisms of action, usual dosages, common side effects, and implications to consider.
- Increase your understanding of key concepts with **over 250 full color illustrations and more than 300 full color photographs**.
- Explore different approaches to treatment with **Complementary and Alternative Therapy boxes**.
- Prepare for effective client and family education with **Teaching Tips** designed to ensure health promotion, disease prevention, and illness management.
- Learn to apply the latest evidence-based practices using the expert information in **Nursing Research boxes**.
- Master the skills you need for effective patient assessment, including gathering patient histories and doing physical examinations, with practical **Assessment Tools**.
- Expand your understanding online with a wide range of dynamic learning tools, including videos, case studies, assignments, and more.

Discovery Questions:

Competition:

Olds' Maternal-Newborn Nursing & Women's Health Across the Lifespan

Davidson

/ 978-0-13-210907-9 \$0.00 / 1/1/11 / / 1,272pp. /

Maternity and Women's Health Care

Lowdermilk

/ 978-0-323-07429-2 \$0.00 / 3/1/11 / / 1,024pp. /

Foundations of Maternal-Newborn and Women's Health Nursing

Murray

/ 978-1-4557-3306-4 \$0.00 / 10/1/13 / / 880pp. /

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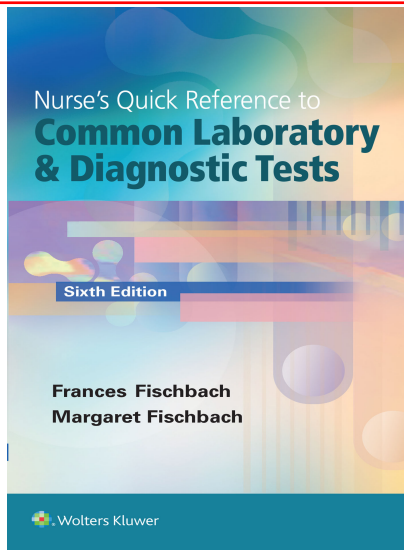
Unit 1 Foundations of Maternal, Newborn, and Women's Health Care
Chapter 1 Philosophy and Framework for Women's Reproductive and Sexual Health
Chapter 2 Health Promotion
Chapter 3 Nutrition for Adolescent and Adult Women* <fn1>Chapter 4 Medical Alterations in Women During Adolescence and Adulthood
Chapter 5 Mental Health Concerns for Women in Adolescence and Adulthood
Chapter 6 Sexuality and Reproduction
Chapter 7 Family Formation
Unit 2 Special Reproductive and Health Concerns
Chapter 8 Fertility Control and Contraception
Chapter 9 Voluntary Pregnancy Termination
Chapter 10 Fertility Challenges
Chapter 11 Genetics, Embryology, and Preconceptual/Prenatal Assessment and Screening
Unit 3 Pregnancy
Chapter 12 Process of Pregnancy
Chapter 13 High-Risk Pregnancy
Chapter 14 Educational Preparation for Pregnancy, Childbirth, and Parenthood
Unit 4 Labour and Childbirth
Chapter 16 High-Risk Labour and Childbirth
Chapter 17 Pharmacologic Pain Management of Labour
Unit 5 Postpartum Period and Newborn Care
Chapter 18 Fourth Stage of Labour and Postpartum Period
Chapter 19 The High-Risk Postpartum Woman
Chapter 20 The Healthy Newborn
Chapter 21 Newborn Nutrition
Chapter 22 The High-Risk Newborn
Unit 6 Menopause and Beyond
Chapter 23 The Menopausal Experience
Chapter 24 The Older Postmenopausal Woman

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Barbera, Patrick C
Product Manager: Hauber, Matt

Frances Fischbach RN, BSN, MSN, Associate Clinical Professor of Nursing, Associate Professor of Nursing (Retd), School of Nursing,
University of Wisconsin-Milwaukee, Milwaukee, WI

pp | January 2015 | Book/PB-Paperback | \$ 58.99



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Edition Info:
Market/Program: *NUR/Nursing - Lab and Diagnostic Testing/Nursing Lab and Diagnostic Testing [Education]
Illustrations: 0
Previous ISBN:
Future ISBN:
Restrictions: Worldwide

Contributor(s):

Marshall B. Dunning BS, MS, PhD, Associate Professor of Medicine and Physiology, Departments of Medicine and Physiology, Division of Pulmonary and Critical Care Medicine, Medical College of Wisconsin; Director, Pulmonary Diagnostic Laboratory, Froedtert Hospital, Milwaukee, WI

Key Concept Statement:

Description:

Understand the nurse's role in performing, evaluating, or assisting with lab and diagnostic tests with **Nurse's Quick Reference to Common Laboratory & Diagnostic Tests, 6e**. Using a consistent, easy-to-use format, this full color, portable quick reference provides an alphabetical listing of common laboratory and diagnostic tests, along with nursing interventions. The book offers a unique focus on the nurse's role at every stage in the process, including pre-test, intra-test, and post-test periods.

- **An alphabetical listing of common laboratory and diagnostic tests** gives you fingertip access to key information.
- **Multiple indexes** make it easy to locate content in a number of different ways.
- **A full color standard format for each test** makes finding specific information quick and easy.
- **Drug Interaction boxes** provide concise coverage of drugs that may affect test results.
- **Free resources** include the fully searchable text online for on-the-go access.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Nurse's Quick Reference to Common Laboratory & Diagnostic Tests
Frances Fischbach; Marshall B. Dunning III
/ 978-1-4511-9344-2 / \$0.01 / January, 2015 / Online Software

Upsell:

Features:

- **New alternate indexes** compiled by different categories, such as body system, test type, etc., make information easy to find.
- **New Drug Interaction boxes** provide concise coverage of drugs that may affect test results.
- **Revised tests and content** reflect the latest standards in testing.
- **Streamlined coverage** in Chapters 1 and 2 focuses on essential information, with additional content now available online on thePoint.
- **A focus on the nurse's role** in laboratory and diagnostic tests appears throughout the book in language and outcomes.
- **Updated Clinical Alerts** focus on items that require additional attention.
- **An alphabetical listing of common laboratory and diagnostic tests** provides fingertip access to key information.
- **Multiple indexes** make it easy to find content in a number of different ways.
- **A standard full color format for each test** makes finding specific information quick and easy.
- **Free resources for instructors and students** include the fully searchable text online for on-the-go access.

Ancillary Assets:

Help your students understand the nurse's role in a wide range of laboratory and diagnostic tests with this updated Sixth Edition of **Nurse's Quick Reference to Common Laboratory & Diagnostic Tests**. Fully updated to reflect the latest standards in testing, this portable quick reference provides an alphabetical listing of common laboratory and diagnostic tests, along with nursing interventions. A unique focus on the nurse's role in performing, evaluating, or assisting with tests at every stage in the process, including pre-test, intra-test, and post-test periods, makes this an ideal resource for classroom and clinical settings. The Sixth Edition features alternate indexes that make it easy to find information in a number of different ways, streamlined content for quicker access, new drug interactions boxes, useful online ancillary resources, and more. **Student and Instructor Resources:**

- **Online Case Studies** help students apply content and develop greater understanding of diagnostic and lab tests.
- **A complimentary reference app** makes the fully searchable text online available for quick reference on the go.
- **Comprehensive content from the previous edition's Chapters 1 and 2** is now available online for easy reference.

Discovery Questions:

Competition:

Mosby's Diagnostic and Laboratory Test Reference

Pagana
/ 978-0-323-08468-0 \$0.00 / 9/1/12 / / 1,088pp. /

Pearson's Handbook of Laboratory and Diagnostic Tests

Key
/ 978-0-13-302862-1 \$0.00 / 7/1/12 / / 720pp. /

Laboratory Tests and Diagnostic Procedures with Nursing Diagnoses

Corbett
/ 978-0-13-237332-6 \$0.00 / 2/1/12 / / 736pp. /

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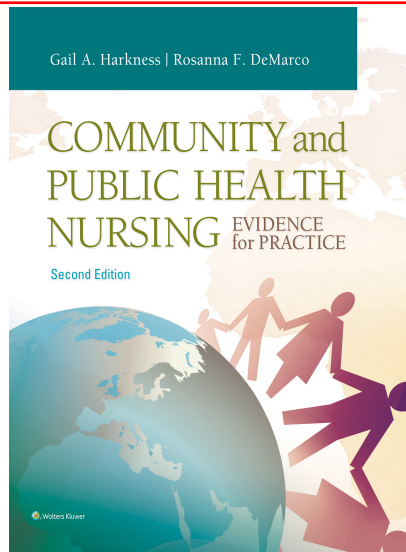
Chapter 1 The Nursing Role in Diagnostic Testing
Chapter 2 Nursing Standards and Protocols for Specimen Collection & Transport
Chapter 3 Alphabetical List of Laboratory Tests of Body Fluids, Imaging Procedures, and Special Studies of Body Functions
Appendix: Standard Precautions
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Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Barbera, Patrick C
Product Manager: Hauber, Matt

Gail A. Harkness DrPH, RN, FAAN, Professor Emeritus University of Connecticut School of Nursing Storrs, Connecticut and Visiting Scholar William F. Connell School of Nursing Boston College Chestnut Hill, Massachusetts

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Edition Info: Second, North American Edition
Market/Program: *NUR/Nursing - Community Health/Community and Home Health Nursing [Education]
Illustrations: 0
Previous ISBN: 978-0-7817-5851-2
Future ISBN:
Restrictions: Avail. US, Canada, Aus, NZ, PR, US VI

Contributor(s):

Rosanna DeMarco PhD, APRN, BC, ACRN, Associate Professor Public/Community Health William F. Connell School of Nursing and Affiliate Faculty of Department of African & African Diaspora Studies College of Arts and Sciences Boston College Chestnut Hill, Massachusetts

Key Concept Statement:

Description:

Develop the critical thinking skills and complex reasoning abilities you need to make connections between data and community and public health practice decisions with *Community and Public Health Nursing, 2nd Edition*. Succinct, manageable, and logically organized, the book focuses on the individual in the context of the community setting and on the global community, reflecting increasingly global healthcare concerns,

- **Principles of epidemiology and basic biostatistics are integrated with core principles of community and public health nursing** to provide both the methods and the knowledge you need to gather, analyze, and evaluate data as evidence for community health practice decisions.
- **Case studies in every chapter** give you an opportunity to apply community health concepts to real life scenarios, stimulating your critical thinking and analytic skills.
- **Coverage of health and cultural disparities**, including ways to modify health care delivery systems to meet specific needs, is reflected in case studies, practice concerns, and evidence-for-practice examples.
- **Concrete examples** that present the scientific basis for nursing practice help you interpret and apply statistical data.
- **Practice Points** highlight essential facts relevant to evidence-based practice.
- **Chapter Highlights** provide brief outlines of the content, allowing you to read with a purpose.
- **Boldface Key Terms** define essential concepts and terminology.
- **Objectives** list the observable changes expected when you complete the chapter.
- **Chapter-ending Key Concepts** summarize the chapter's important concepts and are ideal for review
- **Evidence-for-Practice Briefs** provide examples of objective evidence obtained from research studies that provide direction for practice.
- **Student Perspectives** showcase stories from nursing students who share their own experiences and reflections.
- **Critical Thinking questions** in every chapter require you to combine research, context, and judgment in your answers.
- **Healthy People 2020 information** includes national and state activities and goals that reflect the national Healthy People 2020 objectives.
- **Community Resources sections** list sources of help or information that are available in most communities.
- **Ethical/Legal Issue vignettes** demonstrate unique ethical and legal concerns in community and public health nursing.
- **“How to” boxes** provide the specific steps involved in completing important tasks.
- **Levels of Prevention boxes** provide examples of primary, secondary and tertiary prevention of disease and illness.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Community and Public Health Nursing
Gail A. Harkness; Rosanna DeMarco
/ 978-1-4511-9178-3 / \$0.01 / January, 2015 / Online Software

Upsell:

Features:

- Increased focus on non-communicable diseases as a global trend.
- Expanded use of evidence for practice examples focused on health disparities.
- Enhanced content on program evaluation.
- Addition of GIS mapping examples as appropriate for data gathering.
- **Principles of epidemiology and basic biostatistics are integrated with core principles of community and public health nursing** to provide both the methods and the knowledge students need to gather, analyze, and evaluate data as evidence for community health practice decisions.
- **Case studies in every chapter** give students an opportunity to apply community health concepts to real life scenarios.
- **Coverage of health and cultural disparities**, including ways to modify health care delivery systems to meet specific needs, is reflected in case studies, practice concerns, and evidence-for-practice examples.
- **Concrete examples** that present the scientific basis for nursing practice help students learn to interpret and apply statistical data.
- **Practice Points** highlight essential facts relevant to practice to help students think critically about evidence-based practice.

- **Chapter Highlights** provide brief outlines of the content, enabling students to read with a purpose.
- **Boldface Key Terms** define essential concepts and terminology.
- **Objectives** list the observable changes expected after students complete the chapter.
- **Chapter-ending Key Concepts** that summarize important concepts are ideal for review.
- **Evidence-for-Practice Briefs** provide examples of objective evidence obtained from research studies that provide direction for practice.
- **Student Perspectives** showcase stories from nursing students who share their own experiences and reflections.
- **Critical Thinking questions** in every chapter require critical analysis that combines research, context, and judgment.
- **Healthy People 2020 information** includes national and state activities and goals that reflect the national Healthy People 2020 objectives.
- **Community Resources sections** list sources of help or information that are available in most communities
- **Ethical/Legal Issue vignettes** demonstrate unique ethical and legal concerns in community and public health nursing.
- **“How to” boxes** provide the specific steps involved in completing important tasks.
- **Levels of Prevention boxes** provide examples of primary, secondary and tertiary prevention of disease and illness.

Ancillary Assets:

Help your students develop the critical thinking skills and complex reasoning abilities they need to make connections between data and community and public health practice decisions with *Community and Public Health Nursing, 2nd Edition*. Succinct, manageable, and logically organized, the Second Edition focuses on the individual in the context of the community setting and on the global community, reflecting increasingly global healthcare concerns. Continuing to offer a great emphasis on evidence-based practice than any other book for the course, the Second Edition features an exceptional array of in-book and online case-based activities, an increased focus on non-communicable diseases as a global trend, enhanced content on program evaluation, new examples, and a wide range of online teaching and learning resources that save you time and help your students succeed. **For students**

- **Cases related to hypothetical Adam's County** develop students' critical thinking and clinical reasoning skills through mini-case studies accompanied by pertinent questions and links to additional websites. Most of the case studies are designed to be used with data provided about hypothetical Adams County; other case studies require use of real data to solve the community health situations presented. *Adam's County* can be used for in-class assignments, group work, or homework assignments. For the Second Edition, a new, more compelling design, a new functionality that allows students to e-mail answers to instructors for grading purposes, and new guidelines for suggested answers have been added.
- **The Wheel of Public Health Interventions** is provided for at-a-glance reference.
- **Journal articles** (one per chapter, updated for this edition), offer access to current research available in LWW journals.
- **Web resources** for every chapter provide opportunities for further exploration of topics of interest.
- **Lecture podcasts** (one per chapter) allow students to listen to lectures—great for audio learners!

For instructors:

- **Interactive Case Studies**, for each Part in the text, allow students to apply content to real life situations, developing their critical thinking and clinical reasoning skills.
- **Cases related to hypothetical Adam's County** develop students' critical thinking and clinical reasoning skills through mini case studies accompanied by pertinent questions and links to additional websites. Most of the case studies are designed to be used with data provided about hypothetical Adams County; other case studies require use of real data to solve the community health situations presented. *Adam's County* can be used for in-class assignments, group work, or homework assignments. For the Second Edition, a new, more compelling design, a new functionality that allows students to email answers to instructors for grading purposes, and new guidelines for suggested answers have been added.
- **Answers to Case Studies** from the textbook are provided for your convenience.
- **Case Studies**, two per chapter, include application-level Q & As and questions for classroom discussion.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **PowerPoint slides with iclicker questions** help you bring interactivity and engagement into the classroom.
- **Discussion Topics** related to chapter content can be used to start classroom debate and can be posted on online discussion boards.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based, recall assessments that allow you to check students' pre-class reading.
- **Problem-based Learning Classroom Activities** help build students' critical thinking and clinical reasoning skills.
- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.
- **Guidelines for Answering Critical Thinking Questions** in chapter back matter are provided for your convenience.
- **Test bank with Wimba Test Generator** with five new questions per chapter helps you put together tests that assess your students' understanding of the material.
- **QSEN map** relates book content to QSEN practices.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Strategies for Effective Teaching** save you time by providing sample lesson plans.

Discovery Questions:

Competition:

Community/Public Health Nursing Practice

Mauer

/ 978-1-4557-0762-1 \$0.00 / 10/1/12 / / 888pp. /

.....

Community/Public Health Nursing Practice

Nies

/ 978-0-323-18819-7 \$0.00 / 10/1/14 / / 720pp. /

.....

Public Health Nursing

Stanhope

/ 978-0-323-08001-9 \$0.00 / 10/1/11 / / 1,128pp. /

Community Health Nursing

Lundy

/ 978-1-4496-9149-3 \$0.00 / 11/1/14 / / 900pp. /

Table of Contents:

Author Bio:

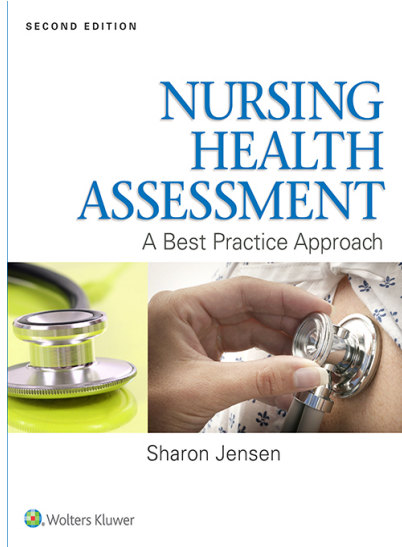
Marketer: Karamelas, Dean

Aquisition Editor: Burns, Christina C

Product Manager: Ferran, Annette

Sharon Jensen MN, RN, University of Hawaii, Manoa Manoa, HI

928pp | October 2014 | Book/HC-Printed Cover | \$ 113.99



ISBN: 9781451192865

Trim Size: 10.875 x 8.375

Edition Info: Second, North American Edition

Market/Program: *NUR/Nursing - Assessment/Nursing Assessment [Education]

Illustrations: 0

Previous ISBN: 978-0-7817-8062-9

Future ISBN:

Tables: 150

Restrictions: Avail. US, Canada, Aus, NZ, PR, US VI

Key Concept Statement:

Description:

Develop the assessment knowledge and skills you need for clinical practice with *Nursing Health Assessment: A Best Practice Approach, 2e*. This proven book emphasizes health promotion, risk factor reduction, evidence-based thinking, and diagnostic reasoning. You will learn strategies for adapting questions and techniques when communication is challenging, the patient's responses are unexpected, or the patient's condition changes over time. Unique features help you apply and analyze concepts and prepare you for effective practice in any health care setting. Normal and abnormal findings are presented in side-by-side columns and comprehensive examinations are included for each topic. Additional features, online resources, and book-related media build on the in-text cases to reinforce correct elements of subjective and objective data collection and variations necessary for different problems, age groups, and cultures.

- **Learning Objectives** highlight the key information you need to master by the time you have completed the chapter.
- **Hundreds of full-color photos and illustrations** help you retain important concepts.
- **Clinical Significance** features highlight content critically related to clinical application.
- **Safety Alert** boxes present important areas of concern or results that require immediate intervention or adjustments.
- **A Threaded Case Study** in every chapter demonstrates real-world application through a wide range of innovative features.
 - **Therapeutic Dialogue** displays provide examples of “less effective” and “more effective” communication to help you hone the communication skills you will use with patients when gathering assessment data.
 - **SBAR Framework** (Situation, Background, Analysis or Assessment, and Recommendations) helps you organize details when coordinating referrals or other patient advocacy needs.
 - **Documenting Abnormal Findings:** The results from the case are charted using the four techniques of physical assessment (Inspection, Palpation, Percussion, and Auscultation).
 - **Analyzing Findings:** A sample SOAP note (Subjective Data, Objective Data, Analysis, and Plan) shows you how to analyze assessment information and plan care based upon the assessment.
 - **Reflection and Critical Thinking:** One priority problem is identified and a plan of care is developed based upon the assessment.
- **Structure and Function Overview** sections review anatomy and physiology and provide additional content on variations related to lifespan and culture.
- **Acute Assessment** sections summarize emergency signs and symptoms to look for and immediate assessments and interventions to implement.
- **Subjective Data Collection** sections focus on areas for health promotion, risk assessment, and health-related patient teaching and provide focused assessments for common symptoms.
- **Objective Data Collection** sections cover equipment, preparation, techniques, normal findings, abnormal findings, lifespan and cultural adaptations, and sample documentation.
- **Evidence-based Critical Thinking** sections explain how nurses analyze findings and take the next steps to address patients' concerns. Sections include *Common Laboratory and Diagnostic Testing*, *Nursing Diagnosis/Outcomes/ Interventions*, *Organizing and Prioritizing*, *Collaboration with Other Health Care Professionals*, and *Applying Your Knowledge*.
- **Tables of Abnormal Findings** cluster common abnormalities related to the specific assessment with compare-and-contrast information on key data points.
- **NCLEX Review** sections include 10 NCLEX-style test questions per chapter to help you master concepts and prepare for the boards.

Related URL:

For Sale Ancillary:

Pocket Guide for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9369-5 / \$50.99 / October, 2014 / Book

Lab Manual for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9370-1 / \$38.99 / October, 2014 / Book

Free Ancillary:

Instructor Resources for Nursing Health Assessment

Sharon Jensen

/ 978-1-4511-9360-2 / \$ / October, 2014 / Online Software

Upsell:

Features:

- **Emphasis on health promotion and risk-factor reduction in each subjective data collection section.** Because history taking and risk assessment are so important to nursing practice, the history and risk factor questions are separated from assessment of the signs and symptoms.

- **Distinctions between common techniques and specialty or advanced practice skills.** A recurring table in the Objective Data section explains which techniques are more commonly performed in routine examinations to distinguish basic from specialty practice. This structure helps students plan for actual patient interactions and prepares them to modify techniques for individual situations

- **Case study features** assist with application and analysis, enhancing critical thinking skills, and better preparing readers for active practice.

- **Focus on documentation and communication between health professionals.** In addition to a separate chapter covers documentation and interdisciplinary communication, each chapter includes samples of normal and abnormal documentation. Additionally, SOAP note and SBAR features show how assessment information is communicated both in writing and verbally.

- **Emphasis on evidence-based critical thinking, diagnostic reasoning, knowledge application, and analysis.** End-of-chapter review sections contain questions and critical thinking challenges related to the chapter's case study. The last section of each chapter shows students how to prioritize and modify assessment to promote the best care possible and how to summarize multiple findings in creating appropriate treatment plans.

- **Learning Objectives**, based on Bloom's taxonomy, highlight the key information students need to master by the time they have completed the chapter.

- **Hundreds of full-color photos and illustrations** help students retain important concepts.

- **Clinical Significance** features highlight content critically related to clinical application.

- **Safety Alert** boxes present important areas of concern or results that require immediate intervention or adjustments.

- **A Threaded Case Study** in every chapter demonstrates real-world application through a wide range of innovative features.

- **Therapeutic Dialogue** displays provide examples of "less effective" and "more effective" communication to help students hone the communication skills they will use with patients when gathering assessment data.

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- **Documenting Abnormal Findings:** The results from the case are charted using the four techniques of physical assessment (Inspection, Palpation, Percussion, and Auscultation).

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Ancillary Assets:

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- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **NCLEX-Style Chapter Review Questions** help students master content and prepare for the NCLEX.
- **Concepts in Action Animations** bring concepts to life and enhance student comprehension.
- **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Clinical Simulation Case Studies** help students prepare for clinical practice.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
- **Video Clip Credit List** provides information on the source of each video clip.
- **Nursing Roles/Responsibilities PDF** provides an overview of key roles and responsibilities.
- **Answers to Review Questions and Case Study Opening and Closing Questions** allow students to gauge their understanding.
- **A Nursing Health Assessment Q&A App** that provides additional practice is available as a free download.
- **eBook on thePoint** provides fully searchable anytime, anywhere access to the complete text online.

Instructor Ancillaries

- **A complete image bank** enhances lecture and exam preparation.
 - **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
 - **Learning Objectives** for every chapter help students gauge their mastery of key content.
 - **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
 - **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students' reading.
 - **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.
 - **Assignments** (and suggested answers) include group, written, clinical, and online assignments.
 - **Case Studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
 - **Journal Articles** by chapter, updated for this edition, offer access to research available in LWW journals.
 - **NCLEX-Style Chapter Review Questions** help students master content and prepare for the NCLEX.
 - **Concepts in Action Animations** bring concepts to life and enhance student comprehension.
 - **Watch & Learn Video Clips** reinforce skills from the textbook and appeal to visual and auditory learners.
 - **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
 - **Syllabi** provide guidance for structuring your course.
 - **Strategies for Effective Teaching** provide tips for teaching the course.
 - **QSEN Competency KSAs Mapped to Jensen** highlight where QSEN competencies are covered in the text.
 - **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
 - **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.
 - **Video Clip Credit List** provides information on the source of each video clip.
 - **Nursing Roles/Responsibilities PDF** provides an overview of key roles and responsibilities.
 - **Answers to Review Questions and Case Study Opening and Closing Questions** allow students to gauge their understanding.
 - **Test Generator Questions for Macintosh and Windows systems** help you put together tests that assess your students' understanding of the material.
 - **Angel, Blackboard, and WebCT-ready materials** make the book easy to use with your learning management system of choice.
 - **A free Nursing Health Assessment Q&A App** that reviews key information is available as a free download.
 - **eBook on thePoint** provides fully searchable anytime, anywhere access to the complete text online.
- To further enhance your students' assessment, knowledge and skills the following for-sale resources are available:

·**Lippincott’s CoursePoint for Nursing Health Assessment, 2e:** The only integrated digital course solution for nursing education, this solution combines the power of adaptive learning with the textbook and interactive resources. Powered by PrepU, Lippincott’s CoursePoint creates a personalized learning experience that drives students to immediate remediation in their text. eBook and course resources are immediately available to help expand on concepts and bring them to life.

·**Laboratory Manual for Nursing Health Assessment, 2e:** Each lab manual chapter corresponds to a textbook chapter and contains activities and exercises to reinforce textbook content and enhance learning.

·**Pocket Guide for Nursing Health Assessment, 2e:** This clinical reference presents need-to-know information in a concise, easy-to-use, highly visual format.

·**Nursing Health Assessment Online:** Compatible with all major learning management systems, this media-rich course uses detailed, interactive case studies developed specifically for the online environment to incorporate all the aspects of nursing health assessment – the interview, physical exam and documentation – into a fun and meaningful teaching and learning experience. Cases and many other course documents correspond to chapters in *Nursing Health Assessment, 2e*.

·**PrepU for Jensen's Nursing Health Assessment:** PrepU is an adaptive quizzing engine built by teachers and tested in the classroom. PrepU's personalized quizzes help each student learn more, while giving instructors a window into their students' progress—highlighting misconceptions, strengths, and weaknesses.

Discovery Questions:

Competition:

Physical Examination and Health Assessment

Jarvis
/ 978-1-4377-0151-7 \$0.00 / 3/1/11 / / 944pp. /

Health & Physical Assessment in Nursing

D'Amico
/ 978-0-13-511415-5 \$0.00 / 1/1/11 / / 1,024pp. /

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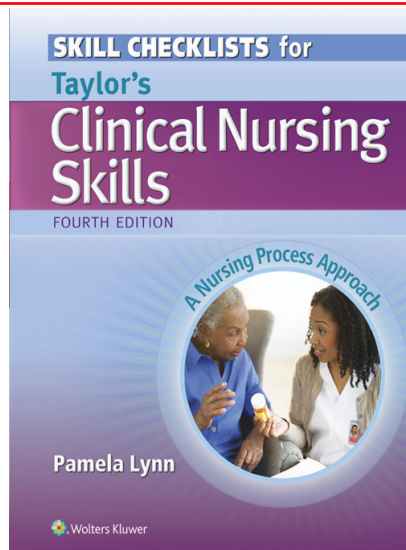
1. Nurse’s Role in Health Assessment, 2. The Interview and Health History, 3. Techniques of Physical Assessment, 4. Documentation and Interdisciplinary Communication, 5. Vital Signs and General Survey, 6. Pain Assessment, 7. Nutrition Assessment, 8. Assessment of Developmental Stages, 9. Mental Health and Violence Assessment, 10. Assessment of Social, Spiritual, and Cultural Health, 11. Skin, Hair, and Nails, 12. Head and Neck with Lymphatics, 13. Eyes, 14. Ears, 15. Nose, Mouth, and Throat, 16. Thorax and Lungs, 17. Heart and Neck Vessels, 18. Peripheral Vascular with Lymphatics, 19. Breasts and Axillae, 20. Abdominal, 21. Musculoskeletal, 22. Neurological and Mental Status, 23. Male Genitalia and Rectum, 24. Female Genitalia and Rectum, 25. Pregnant Female, 26. Newborns and Infants, 27. Children and Adolescents, 28. Older Adults, 29. Hospitalized Adult Assessment, 30. Head-to-Toe Assessment of Adult,

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Richardson, Chris
Product Manager: Ferran, Annette

Pamela Lynn MSN, RN, Instructor Gwynedd Mercy University Frances M. Maguire School of Nursing and Health Professions Gwynedd
Valley, PA

424pp | October 2014 | Book/PB-Paperback | \$ 30.99



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Trim Size: 8.375 x 10.875
Edition Info: Fourth
Market/Program: *NUR/Nursing - Fundamentals/Nursing Fundamentals
*NUR/Nursing - Skills and Procedures/Nursing Skills and Procedures [Education]
Illustrations: 0
Previous ISBN: 978-0-7817-9518-0
Future ISBN:
Restrictions: Worldwide

Key Concept Statement:

Description:

Skill Checklists for Taylor's Clinical Nursing Skills helps you practice and record the mastery of every step of each skill found in *Taylor's Clinical Nursing Skills: A Nursing Process Approach, Fourth Edition*. It serves as a valuable self-assessment tool for students as well as a convenient tool for faculty to record student performance.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Skills Checklist for Taylor's Clinical Nursing Skills
Pamela Lynn
/ 978-1-4963-0257-1 / \$ / October, 2014 / Online Software

Upsell:

Features:

Ancillary Assets:

Discovery Questions:

Competition:

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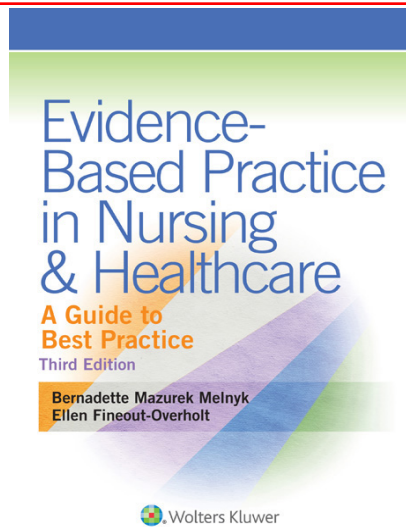
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Author Bio:

Marketer: Karamelas, Dean
Aquisition Editor: Dickinson, Sherry
Product Manager: Christine Abshire

Bernadette Melnyk PhD, RN, CPNP/NPP, FAAN, Associate Dean for Research and Professor, Director, Center for Research and Evidence-Based Practice, Pediatric Nurse Practitioner and Dual PNP/Psychiatric Nursing Practitioner Programs, University of Rochester School of Nursing, Rochester, NY; PNP/NPP Consultant, Elmira Psychiatric Center, Elmira, NY; Associate Editor, Worldviews on Evidence-Based Nursing

656pp | September 2014 | Book/PB-Paperback | \$ 85.99



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Edition Info:	Third, North American Edition
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Future ISBN:	
Tables:	50
Restrictions:	Avail. US, Canada, Aus, NZ, PR, US VI

Contributor(s):

Ellen Fineout-Overholt PhD, RN, FNAP, FAAN, Associate Director, Center for Research and Evidence-Based Practice, University of Rochester, Rochester, NY

Key Concept Statement:

Description:

Develop the skills and knowledge you need to make evidence-based practice an integral part of your clinical decision making and everyday nursing practice with *Evidence-Based Practice in Nursing & Healthcare*. Written in a friendly, conversational style, this Third Edition of the authors' gold standard textbook covers all the information you need to use evidence-based practice to improve patient outcomes. Real world examples and meaningful strategies in every chapter show you how to take a clinical issue from inquiry to a sustainable solution that drives a preferred standard of care.

- Enhance your understanding of the EBP process through **Making EBP Real** features at the end of each unit that present real world case stories and **EBP Fast Facts** that highlight important points from each chapter.
- Master the content of the course with critical appraisal checklists, evaluation tables, and synthesis tables.
- Further develop evidence-based practice knowledge and skills using handy web alerts that direct you to helpful Internet resources.
- Take your learning beyond the book with a wide range of online resources, including the *American Journal of Nursing* EBP Step-by-Step Series, which provides a real-world example of the EBP process, plus learning objectives, journal articles, and checklists, templates, and evaluation tables.

Related URL:

For Sale Ancillary:

Evidence-Based Practice in Nursing & Healthcare
Bernadette Melnyk; Ellen Fineout-Overholt
/ 978-1-4698-6527-0 / \$34.99 / October, 2014 / Online Software

Free Ancillary:

Instructor Resources for Evidence-Based Practice in Nursing & Healthcare
Bernadette Melnyk
/ 978-1-4511-9099-1 / \$0.01 / October, 2014 / Online Software

Upsell:

Features:

- NEW!** To improve accessibility, the authors now present information in a more conversational writing style.
 - NEW!** Show your students the differences they can make by using the EBP process through two new features: **Making EBP Real**, which presents successful case stories in real world settings for each unit, and **EBP Fast Facts**, which highlight important points from each chapter.
 - NEW!** **New chapters** on the role of a clinician's expertise and patient preferences/values in making decisions about patient care (Ch. 7), leadership strategies for creating and sustaining EBP organizations (Ch. 11), and sparking innovation in EBP (Ch. 12).
 - NEW!** The *American Journal of Nursing EBP Step-by-Step Series*, which provides a real-world example of the EBP process, has been added to the student resources, and a suggested curriculum strategy involving that series, plus guided lecture notes and sample syllabi, have been added to the instructor's online resources.
 - NEW!** Five new test questions per chapter enhance the online instructor test questions.
 - Encourage students to actively engage in evidence-based practice and accomplish goals through inspirational quotes and learning activities.
 - Help your students further develop evidence-based practice knowledge and skills through web alerts that direct them to helpful Internet resources.
 - Help your students master the content of the course with critical appraisal checklists, evaluation tables, and synthesis tables, available in the appendices and at the book's companion web page.
-

Ancillary Assets:

Extend your students' learning beyond the book with online resources including:

- Learning objectives
- Journal articles
- The *American Journal of Nursing* EBP Step-by-Step Series, which provides a real-world example of the EBP process
- A poster example and a presentation example
- Journal club checklist
- ARCC EBP implementation plan
- PICOT question template
- RCA checklists
- Consent form template
- Data monitoring template
- Evidence review checklist
- Spanish-English Glossary
- Nursing Roles & Responsibilities

Save time planning and spend more time with your students with robust instructor's resources, including:

- Test Questions—featuring 5 NEW questions per chapter
- Leveled Syllabi—teaching guidelines for instructors teaching EBP at the undergraduate, graduate, and RN-BSN levels.
- Guided Lecture Notes
- Power Point Presentations for each chapter
- An ebook
- Additional test and reflective questions, application case studies, and examples for select chapters.
- A curriculum strategy for using the *American Journal of Nursing* EBP Step-by-Step Series (which is a student ancillary)
- An image bank
- Strategies for Effective Teaching
- Learning Management System cartridges

Discovery Questions:

Competition:

Evidence-Based Practice for Nurses

Schmidt

/ 978-1-284-05330-2 \$0.00 / 8/1/14 / / 450pp. /

Introduction to Evidence-Based Practice in Nursing and Health Care

Malloch

/ 978-0-7637-6542-2 \$0.00 / 7/1/09 / / 355pp. /

Practitioner's Guide to Using Research for Evidence-Based Practice

Rubin

/ 978-1-118-13671-3 \$0.00 / 8/1/12 / / 388pp. /

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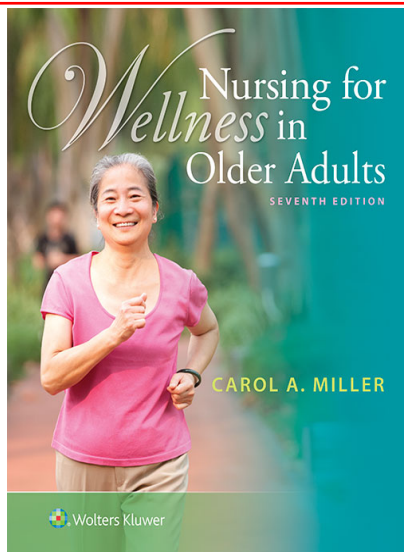
Developed Clinical Practice Guidelines and Evidence-Based Recommendations Chapter 9 Implementing Evidence in Clinical Settings Chapter 10 The Role of Outcomes and Quality Improvement in Enhancing and Evaluating Practice Changes Chapter 11 Leadership Strategies and Evidence-Based Practice Competencies to Sustain a Culture and Environment That Supports Best Practice Unit 3 Making EBP Real: A Success Story. Improving Outcomes for Depressed Adolescents with the Brief Cognitive Behavioral COPE Intervention Delivered in 30-Minute Outpatient Visits
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Author Bio:

Marketer: Karamelas, Dean
Aquisition Editor: Burns, Christina C
Product Manager: Brittain, Meredith

Carol A. Miller MSN, RN-BC, AHN-BC, Intercollegiate Center for Nursing Education

656pp | September 2014 | Book/HC-Printed Cover | \$ 84.99



ISBN:	9781451190830
Trim Size:	8.375 x 10.875
Edition Info:	Seventh
Market/Program:	*NUR/Nursing - Gerontology/Gerontology Nursing [Education]
Illustrations:	0
Previous ISBN:	978-1-60547-777-0
Future ISBN:	
Tables:	150
Restrictions:	Worldwide

Key Concept Statement:

Description:

Prepare your students to provide effective, wellness-oriented nursing care for older adults in any healthcare setting with **Nursing for Wellness in Older Adults, 7e**. The book provides comprehensive, easy-to-understand coverage of the theory and practice of gerontological nursing, addressing both physiologic and psychosocial aspects of aging, as well as broader issues such as cultural competence and legal and ethical concerns. Organized around the author's unique Functional Consequences Theory, the book explores age-related changes as well as the risk factors that often interfere with optimal health and functioning. The major premise of the text is that nurses have an essential role in promoting wellness for older adults, which involves supporting their optimal level of functioning and quality of life. In keeping with the focus on promoting wellness for older adults, this text emphasizes the evidence-based information that is most pertinent to helping nurses work proactively with older adults to promote high levels of functioning and quality of life, despite the limitations associated with aging, disease, and other conditions. The Seventh Edition includes an expanded focus on caregiver wellness, quality care concerns, and AACN/HIGN standards, ensuring students are prepared to implement safe, effective practice. In addition, an expanded array of online resources is available to save you time and help your students succeed.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resource for Nursing for Wellness in Older Adults
Carol A. Miller
/ 978-1-4511-9084-7 / \$0.01 / February, 2015 / Online Software

Upsell:

Features:

- NEW!** An online map correlates AACN/HIGH standards to pages in the text.
- NEW! QSEN examples** of application of knowledge, skills, and attitudes for care plans relate to unfolding case examples in the text, and an online **QSEN Map** shows how book content integrates QSEN concepts.
- NEW! Caregiver wellness boxes** show students how to educate caregivers in taking care of themselves while caring for their patients. In addition, **Wellness Opportunities** are sprinkled throughout the clinically oriented chapters to draw attention to ways in which nurses can promote wellness during the usual course of their care activities.
- Progressive Case Studies** encourage students to apply theory to real-life situations.
- Assessment** boxes provide the reader with specific approaches for nursing assessment. Commonly used assessment tools are described (and, in many cases, illustrated).
- Interventions** boxes provide succinct guides for nursing interventions, with a strong focus on health promotion. Guides for “best practices” in nursing interventions are given. Many of the interventions boxes can be used as tools for teaching older adults and their caregivers about how to improve functional abilities. All Interventions boxes can be downloaded from this book’s companion web page.
- The author’s unique Functional Consequences Theory** explores age-related changes as well as the risk factors that often interfere with optimal health and functioning.
- Student perspective boxes** with real life stories from nursing students demonstrate the application of topics to real world practice settings.
- Diversity Notes** and **Cultural Considerations** cover varied populations to prepare students to work effectively with patients of any culture or ethnicity.
- Evidence-Based Practice** boxes are included in clinically oriented chapters to summarize guidelines for research based care of older adults.
- Updated References** reflect the latest research in the field, ensuring that content is up to date and accurate.

Ancillary Assets:

An expanded array of online resources is available to save instructors time and help students succeed. **Instructor Resources:**

- Case studies** give your students an opportunity to apply their knowledge to client cases similar to those they will encounter in practice. Suggested answers are provided.
- Assignments** and suggested answers are provided to reinforce material.
- A robust test generator** helps you put together tests that assess your students’ understanding of the material.
- PowerPoint presentations for every chapter** make it easy for you to integrate the textbook with your students’ classroom experience.
- A syllabus** provides guidance for structuring your gerontological nursing course.
- A complete image bank** enhances lecture and exam preparation.
- An **eBook** allows access to the book’s full text and images online.
- A Curriculum Integration Guide** shows how book content relates to other nursing courses.
- A **QSEN Map** shows how book content integrates QSEN concepts.
- An **AACN/HIGN Map** shows how book content integrates American Association of Critical-Care Nurses and Hartford Institute for Geriatric Nursing competencies.
- Strategies for Effective Teaching** provide tips for teaching the course.
- Angel/Blackboard/WebCT cartridges** make it easy to integrate text-specific material into your preferred course management system.

Student Resources:

- NEW! Online Learning Activities** referenced in the text point readers to the book’s companion webpage, where readers can access enhanced information related to the topic, including resources, access to articles, and evidence-based guidelines.
- Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- Journal Articles** for every chapter, updated for this edition, offer access to current articles to enhance nursing care available in LWW journals.
- Intervention boxes** for clinically oriented chapters make key information easily accessible.
- A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- Nursing Roles/Responsibilities PDF** provides an overview of key roles and responsibilities

Discovery Questions:

Competition:

Toward Healthy Aging

Ebersole

/ 978-0-323-07316-5 \$0.00 / 9/1/11 / / 520pp. /

.....
Gerontological Nursing: Competencies for Care

Mauk

/ 978-1-284-02719-8 \$0.00 / 3/1/13 / / 1,062pp. /

.....
Gerontological Nursing

Meiner

/ 978-0-323-06999-1 \$0.00 / 10/1/10 / / 704pp. /

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Part 3 Promoting Wellness in Psychosocial Function Chapter 11 Cognitive Function Chapter 12 Psychosocial Function Chapter 13 Psychosocial Assessment Chapter 14 Impaired Cognitive Function: Delirium and Dementia Chapter 15 Impaired Affective Function: Depression

Part 4 Promoting Wellness in Physical Function Chapter 16 Hearing Chapter 17 Vision Chapter 18 Digestion and Nutrition Chapter 19 Urinary Function Chapter 20 Cardiovascular Function Chapter 21 Respiratory Function Chapter 22 Mobility and Safety Chapter 23 Integument Chapter 24 Sleep and Rest Chapter 25 Thermoregulation Chapter 26 Sexual Function

Part 5 Promoting Wellness in All Stages of Health and Illness Chapter 27 Caring for Older Adults During Illness Chapter 28 Caring for Older Adults Experiencing Pain Chapter 29 Caring for Older Adults at the End of Life

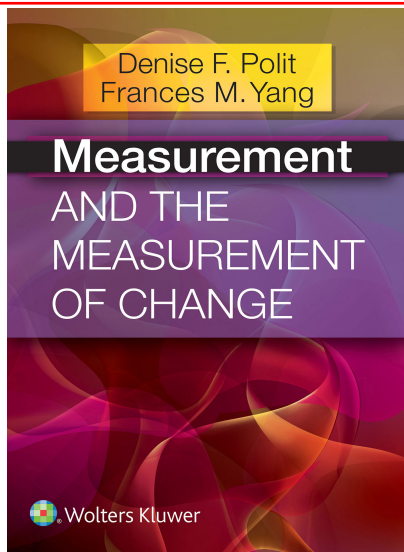
Index

Author Bio:

Marketer: Karampelas, Dean
Aquisition Editor: Barbera, Patrick C
Product Manager: Brittain, Meredith

Denise F. Polit PhD, FAAN, President, Humanalysis

352pp | February 2015 | Book/PB-Paperback | \$ 54.99



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Market/Program:	*NUR/Nursing - Nursing Research & Statistics/Nursing Research and Statistics
Illustrations:	0
Previous ISBN:	
Future ISBN:	
Restrictions:	Worldwide

Key Concept Statement:

Description:

Ideal for graduate-level courses on measurement or research methods, *Measurement and the Measurement of Change: A Primer for the Health Professions* provides a “gentle” introduction to and overview of complex measurement content. While this primer assumes a basic understanding of statistics and statistical inference, the statistical content serves to enhance conceptual understanding rather than to guide computations. Drawing on measurement theory and approaches from a variety of fields, including psychometrics and clinimetrics, this important work provides unique information for health professionals who develop new instruments, adapt existing ones, select instruments for use in clinical trials or in clinical practice, interpret information from measurements and changes in scores, or undertaking a systematic review on instruments.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Measurement and the Measurement of Change
 Denise F. Polit
 / 978-1-4511-9451-7 / \$ / December, 2015 / Online Software

Upsell:

Features:

- **A compelling multidisciplinary approach** draws from psychometrics, clinimetrics, and other fields to help readers understand measurement concepts.
- **Diverse examples of measures and classification systems** used in medicine, public health, nursing, psychotherapy, epidemiology, physical therapy, nutrition science, and other health fields, illustrate key measurement concepts.

- **A glossary of key terms and a thorough index** support graduate-level research methods students as well as practicing clinicians and researchers.
- **Practical guidance** on measurement assists those who develop new instruments, adapt existing ones, select instruments for use in clinical trials or in clinical practice, interpret information from measurements and changes in scores, or undertake a systematic review on instruments.

Ancillary Assets:

Make more thoughtful decisions about the measurement of health constructs with *Measurement and the Measurement of Change: A Primer for the Health Professions*. This important work provides a “gentle” introduction to and overview of complex measurement content that will help you ensure high-quality science and excellence in clinical practice.

- **A compelling multidisciplinary approach** draws from psychometrics, clinimetrics, and other fields to help you understand measurement concepts.
- **Diverse examples of measures and classification systems** used in medicine, public health, nursing, psychotherapy, epidemiology, physical therapy, nutrition science, and other health fields, illustrate key concepts.
- **A glossary of key terms and a thorough index** support graduate-level research methods students, as well as practicing clinicians and researchers.
- **Practical guidance** on measurement assists those who develop new instruments, adapt existing ones, select instruments for use in a clinical trial or in clinical practice, interpret information from measurements and changes in scores, or undertake a systematic review on instruments.

Selling Strategies:

- **Match Up:**
 - o Waltz (Springer) last published 4/10; no consistent publishing cycle (previous edition published in 2004); #1 position in market share (47%)
 - o Streiner (OUP) last published 12/08; no consistent publishing cycle (previous edition published in 2003); #2 position in market share (46%)
 - o DeVet (CUP) published 9/11; a publishing cycle has not been established (first edition); #3 position in market share (7%)
- Our sales team should focus on users of all three titles listed above for takeaway opportunities; these takeaway opps will exist in graduate level nursing research programs as well as research methods courses in other allied health disciplines
- Our sales team should also work on rollover opportunities of the big Polit book and promote bundling of the proposed text with that book
- Given the approach of the proposed text, a side-by-side comparative analysis should be created to assist the sales team in illustrating the key differences with the competitive texts
- The proposed text will include instructor and student resources on thePoint; none of the three competitive texts offer any additional resources to support instructors or students
- Denise Polit is well known in the arena of research methods and she would be a vigorous proponent of the text in webinars

Discovery Questions:

Competition:

Measurement in Nursing and Health Research

Waltz
/ 978-0-8261-0507-3 \$0.00 / 4/1/10 / / 504pp. /

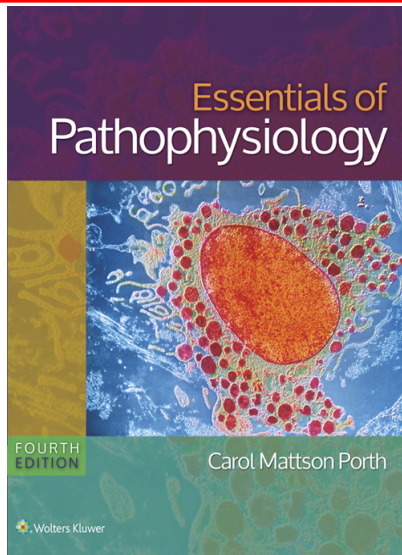
Health Measurement Scales: A Practical Guide to Their Development and Use

Streiner
/ 978-0-19-923188-1 \$0.00 / 9/1/08 / / 452pp. /

Table of Contents:

Author Bio:

Marketer: Dunlap, Nicky
Aquisition Editor: Richardson, Chris
Product Manager: Burland, Katherine S



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Pathophysiology/Pathophysiology for Nursing
Illustrations: 0
Previous ISBN: 978-1-58255-724-3
Future ISBN:
Restrictions: Avail. US, Canada, Aus, NZ, PR, US VI

Key Concept Statement:

Description:

Prepare your students for their future careers with **Essentials of Pathophysiology: Concepts of Altered Health States, 4/e**. This clear, readable, and student-friendly text delivers “need to know” disease content, along with the essential foundation in science that nursing, physician assistant, pharmacology, advanced health science, and medical students need to succeed in their future careers. Approaching the topic as an exploration of pathophysiology, the book relates normal body functioning to the physiologic changes that occur as a result of disease and provides concise yet complete coverage of how the body works. The Fourth Edition builds on the book’s extremely successful art program and the “Understanding” feature and incorporates summary concept boxes after each section. In addition, an expanded, robust, and flexible suite of supplements, including a Study Guide, over 40 advanced 3-D animations, *prepU*, and *Lippincott’s CoursePoint*, provide students with all the tools they need to succeed. **Student Resources:**

- **A fully searchable eBookonline** is ideal for review on the go.
- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Journal Articles** by chapter, updated for this edition, offer access to current research available in LWW journals.
- **Concepts in Action Animations** for every chapter help students master key topics.
- **New! More than 40 Advanced, 3-D Narrated Animations** help students master complex pathophysiological concepts.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of the most commonly prescribed drugs** provide up-to-date information.
- **600 NCLEX-style Review Questions** help students improve their test-taking skills and prepare for the NCLEX.
- **A Dosage Calculations Question & Review Question Bank** gives students practice in math skills and calculating drug dosages and reinforce key topics of the course.

Instructor Resources:

- **PowerPoint presentations** make it easy for you to integrate the textbook with your students’ classroom experience, via either handouts or slide shows.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.
- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.
- **Case Studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
- **Journal Articles**, updated for this edition, offer access to research available in LWW journals.
- **Answers to Review Exercises in the Book** are provided for your convenience.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students’ reading.
- **Learning Objectives** for each chapter allow you to assess your students’ mastery of key skills.
- **A QSEN Map** demonstrates how the text supports QSEN competencies and their relationship to excellent clinical practice.
- **A Sample Syllabus** provides guidance for structuring your course.
- **Concepts in Action Animations and Advanced 3-D Narrated Animations** are provided to enhance your lectures.

To further support your course, the Fourth Edition is accompanied by a **Study Guide, prepU**, and new to this edition, **Lippincott CoursePoint**, a digital curriculum solution that integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content. Each product in the suite can be purchased separately or packaged with the main text.

Related URL:

For Sale Ancillary:

Study Guide for Essentials of Pathophysiology
 Brian Kipp
 / 978-1-4511-9293-3 / \$32.99 / October, 2014 / Book

Free Ancillary:

Instructor Resources for Essentials of Pathophysiology
 Carol Porth
 / 978-1-4511-9290-2 / \$ / October, 2014 / Online Software

Upsell:

Features:

- Updated, reorganized, revised, and condensed, the book provides the most critical and current “need to know” pathophysiology content.
- The Third Edition’s Chapter 8 has been split into two chapters: “Disorders of Fluid” and “Electrolyte Balance and Disorders of Acid-Base Balance.”
- A new series of **advanced 3D narrated animations** help students master difficult pathophysiological concepts.
- **Tables and Charts** present complex information in a memorable and easy-to-understand manner.
- **Special considerations icons** highlight content relevant to infants and children, pregnant women, and older adults.
- **A striking art program** with over 400 illustrations and 90 photographs builds on the successful art program of the Third Edition.
- **An expanded number of Clinical Features illustrations** depict patients with disorders to help students visualize manifestations of disease states.
- **An easy-to-understand presentation** helps students succeed in the course. Concepts build upon one another, words are defined as content is presented, and concepts from physiology, biochemistry, physics, and other sciences are reviewed along the way.
- **“Understanding” Diagrams** that depict physiologic processes and phenomena are presented in sequential chunks for easier learning.
- **Review Exercises** present situational or case studies to encourage thinking and conceptualization, thus helping students to integrate and synthesize information.
- **Summary Concepts boxes** focus on conceptualization rather than memorization, while presenting each section’s material in bulleted lists.
- **An organization by body systems** features an initial introductory chapter on Structure and Function of the particular body system with subsequent chapters focusing on clinically relevant disorders.

Ancillary Assets:

- Master “need to know” disease content and develop the foundation in science you need to succeed in your future career with **Essentials of Pathophysiology: Concepts of Altered Health States, 4/e**. Clear, readable, and student-friendly, the book approaches the topic as an exploration of pathophysiology, relating normal body functioning to the physiologic changes that occur as a result of disease and providing concise yet complete coverage of how the body works.
- **Tables and Charts** present complex information in a memorable and easy-to-understand format.
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 - **Review Exercises** present situational or case studies to encourage thinking and conceptualization, helping you to integrate and synthesize information.
 - **Summary Concepts boxes** focus on conceptualization rather than memorization, while presenting each section’s material in bulleted lists.
 - **An organization by body systems** features an initial introductory chapter on the Structure and Function of the particular body system with subsequent chapters focusing on clinically relevant disorders.

Discovery Questions:

Competition:

Understanding Pathophysiology

Huether and McCance

/ 978-0-323-07891-7 \$0.00 / 10/1/12 / / 1,184pp. /

Pathophysiology

Copstead

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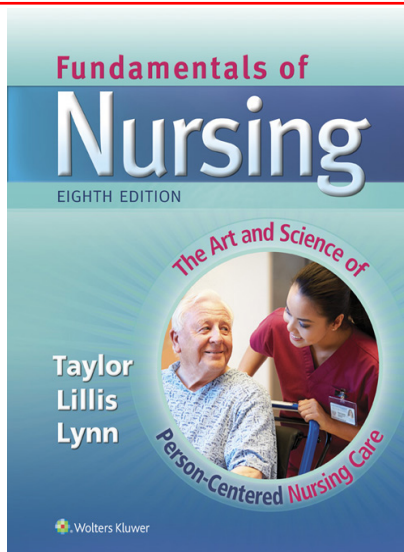
Introduction to Pathophysiology Unit 1: Cell and Tissue FunctionChapter 1: Cell Structure and FunctionChapter 2: Cellular Responses to Stress, Injury, and AgingChapter 3: Inflammation, the Inflammatory Response, and FeverChapter 4: Cell Proliferation and Tissue Regeneration and RepairChapter 5: Genetic Control of Cell Function and InheritanceChapter 6: Genetic and Congenital DisordersChapter 7: Neoplasia Unit 2: Integrative Body FunctionsChapter 8: Disorders of Fluid, Electrolyte, and Acid-Base BalanceChapter 9: Stress and AdaptationChapter 10: Disorders of Nutritional Status Unit 3: Hematopoietic FunctionChapter 11: Disorders of White Blood Cells and Lymphoid TissueChapter 12: Disorders of HemostasisChapter 13: Disorders of Red Blood Cells Unit 4: Infection and ImmunityChapter 14: Mechanisms of Infectious DiseaseChapter 15: Innate and Adaptive ImmunityChapter 16: Disorders of the Immune Response Unit 5: Circulatory FunctionChapter 17: Control of Cardiovascular FunctionChapter 18: Disorders of Blood Flow and Blood PressureChapter 19: Disorders of Cardiac FunctionChapter 20: Heart Failure and Circulatory Shock Unit 6: Respiratory FunctionChapter 21: Control of Respiratory FunctionChapter 22: Respiratory Tract Infections, Neoplasms, and Childhood DisordersChapter 23: Disorders of Ventilation and Gas Exchange Unit 7: Kidney and Urinary Tract FunctionChapter 24: Structure and Function of the KidneyChapter 25: Disorders of Renal FunctionChapter 26: Acute Kidney Injury and Chronic Kidney DiseaseChapter 27: Disorders of the Bladder and Lower Urinary Tract Unit 8: Gastrointestinal and Hepatobiliary FunctionChapter 28: Structure and Function of the Gastrointestinal SystemChapter 29: Disorders of Gastrointestinal FunctionChapter 30: Disorders of Hepatobiliary and Exocrine Pancreas Function Unit 9: Endocrine SystemChapter 31: Mechanisms of Endocrine ControlChapter 32: Disorders of Endocrine Control of Growth and MetabolismChapter 33: Diabetes Mellitus and the Metabolic Syndrome Unit 10: Nervous SystemChapter 34: Organization and Control of Neural FunctionChapter 35: Somatosensory Function, Pain, and HeadacheChapter 36: Disorders of Neuromuscular FunctionChapter 37: Disorders of Brain FunctionChapter 38: Disorders of Special Sensory Function: Vision, Hearing, and Vestibular Function Unit 11: Genitourinary and Reproductive FunctionChapter 39: Disorders of the Male Genitourinary SystemChapter 40: Disorders of the Female Genitourinary SystemChapter 41: Sexually Transmitted Infections Unit 12: Musculoskeletal FunctionChapter 42: Structure and Function of the Skeletal SystemChapter 43: Disorders of the Skeletal System: Trauma, Infections, Neoplasms, and Childhood DisordersChapter 44: Disorders of the Skeletal System: Metabolic and Rheumatic Disorders Unit 13: Integumentary FunctionChapter 45: Structure and Function of the IntegumentumChapter 46: Disorders of Skin Integrity and Function GlossaryAppendix A: Laboratory ValuesIndex

Author Bio:

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Key Concept Statement:

Description:

Help your students develop the blended competencies (cognitive, technical, interpersonal, and ethical/legal) they will need to effectively care for patients in both institutional and community-based practice settings with this updated Eighth Edition of the best-selling *Fundamentals of Nursing*. Packed with clinical examples, proven pedagogy, striking illustrations, and online learning tools (including video clips, animations, and interactive learning activities), this best-selling text takes a holistic approach as it distills the fundamentals that nursing students need to know to respond to today's healthcare challenges competently, enthusiastically, and accountably. Reflecting today's rapidly evolving healthcare delivery system, the Eighth Edition offers new content, new pedagogy, a revised art and photo program, and a wide range of online teaching and learning resources to save you time and help your students succeed. **Instructor Resources:**

- **A robust test generator** with more than 1,250 questions helps you put together tests that assess your students' understanding of the material. Test questions link to learning objectives.
- **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Pre-Lecture Quizzes** (and answers) are quick, knowledge-based assessments that allow you to check students' reading.
- **Guided Lecture Notes** walk you through the chapters, objective by objective, and provide corresponding PowerPoint numbers.
- **A Sample Syllabus** provides guidance for structuring your nursing fundamentals course.
- **A complete image bank** enhances lecture and exam preparation.
- **Discussion Topics** (and suggested answers) can be used as a conversation starter or in online discussion boards.
- **Strategies for Effective Teaching** provide tips for teaching the course.
- **Assignments** (and suggested answers) include group, written, clinical, and Web assignments.
- **Case studies** (with related questions and suggested answers) give your students an opportunity to apply their knowledge to a client case similar to what they will encounter in practice.
- **Journal Articles**, updated for this edition, offer access to research available in WK journals
- **A Master Checklist for Student Competency** helps you track your students' progress toward skill competency.

Student Resources:

- **NCLEX-Style Review Questions** for every chapter (over 900 in all) help students review important concepts and practice for the NCLEX.
- **Watch & Learn Video Clips** reinforce skills from the textbook and bring concepts to life.
- **Practice & Learn Activities** present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Concepts in Action Animations** bring concepts to life and enhance student comprehension.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Journal Articles** offer access to current research available in WK journals.
- **Dosage Calculation Quizzes** allow students to practice math skills and calculating drug dosages.

To further enhance your course, the Eighth Edition is accompanied by an integrated suite of products, each created with the students' experience in mind, and coordinated to provide a cohesive learning experience. The suite includes: *Study Guide, Skill Checklists, Taylor's Clinical Nursing Skills, Taylor's Handbook of Nursing Skills, Taylor's Video Guide to Clinical Nursing Skills, prepU*, and, new to this edition, *Lippincott CoursePoint*, a digital curriculum solution for nursing education that integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content. Each product in the suite can be purchased separately or packaged with the main text.

Related URL:

For Sale Ancillary:

Taylor's Handbook of Clinical Nursing Skills

Pamela Lynn
/ 978-1-4511-9363-3 / \$45.99 / October, 2014 / Book

Skill Checklists for Taylor's Clinical Nursing Skills

Pamela Lynn
/ 978-1-4511-9273-5 / \$30.99 / October, 2014 / Book

Taylor's Clinical Nursing Skills

Pamela Lynn
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Carol Taylor; Carol Lillis; Pamela Lynn
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Study Guide for Fundamentals of Nursing

Carol Taylor; Carol Lillis; Pamela Lynn; Marilee LeBon
/ 978-1-4511-9272-8 / \$31.99 / September, 2014 / Book

Free Ancillary:

Instructor Resource to Accompany Fundamentals of Nursing

Carol Taylor
/ 978-1-4511-9365-7 / \$0.01 / October, 2014 / Online Software

Upsell:

Features:

- **Streamlined coverage** helps students focus on the fundamentals they need to know for competent, caring nursing.
- **Significantly revised Unit 2** reflects the realities of the current healthcare delivery system.
- **New reflection questions for cultivating QSEN competencies** encourage critical thinking.
- **An expanded chapter, “Oxygenation and Perfusion,”** provides balanced coverage of respiratory and cardiovascular content.
- **Asepsis coverage**, now appearing at the beginning of the clinical chapters, aligns with student learning needs.
- **Revised end-of-chapter NCLEX questions** reflect the NCLEX style to enhance student exam prep.
- **“Delegation Considerations”** based on American Nurses Association (ANA) and National Council of State Boards of Nursing (NCSBN) principles and recommendations have been added to each skill to assist students in developing the critical decision-making skills necessary to transfer responsibility for the performance of an activity to another individual while ensuring safe and effective nursing care.
- **New content on accountable care organizations, medical homes, and medical neighborhoods**, as well as content on the new roles for nurses (nurse coach, clinical nurse leader, nurse navigator, and nurse care coordinator), highlight both traditional and innovative care in institutional and community-based practice settings.
- **New content on patient safety** includes expanded safety information related to children, adolescents, and older adults.
- **Revisions in each clinical chapter** help educators and students remain current through expanded information on genomics, new information on SIDS and SUID (sudden unexplained infant death), an expanded discussion of childhood obesity, and coverage of the dangers associated with energy drinks, synthetic marijuana, and bath salts.
- **Docucare cases** are highlighted throughout the text.
- **Lippincott CoursePoint**, the ONLY inte-grated digital curriculum solution for nursing education, is now available with the Eighth Edition. *Lippincott CoursePoint* integrates adaptive learning powered by *prepU* with access to personalized, perfectly timed remediation built on trusted content.
- **PICO in Practice: Asking Clinical Questions boxes** show students how to do a critical appraisal of the most relevant evidence to answer an important clinical question using the PICO (population, intervention, comparison, & outcome) model.

- **More than 70 Nursing Skills** show both actions and rationales, highlight special considerations and unexpected outcomes, and include documentation guidelines and samples.
- **Promoting Health Literacy boxes** include scenarios that help students identify patients/families at risk for poor health outcomes due to weak health literacy and include tips for health literacy improvement.
- **Nursing Advocacy in Action boxes** present a patient scenario along with implications for nursing advocacy, especially advocacy for vulnerable patient populations.
- **Chapter-opening Patient Scenarios** present three "patients" with photos and a short description of their cases. To reinforce learning and engage the reader, the three "patients" are mentioned throughout the chapter in **case scenario narratives** that support clinical examples from the text.
- **Chapter-ending Practicing for NCLEX** exercises help students prepare for the NCLEX and improve their objective test-taking skills.
- **Through the Eyes of a Student, Through the Eyes of a Patient, and Through the Eyes of a Family Caregiver** offer personal anecdotes from different perspectives to help students prepare for effective practice.
- **Promoting Health boxes** provide students with assessment checkpoints for various health and wellness issues and include suggestions for patient and self-care.
- **Reflective Practice boxes**, written by students, describe a challenge to their blended skills—cognitive, technical, interpersonal, or ethical/legal—and then identify possible courses of action and summarize what they learned. Readers are asked if they think they would respond in the same way and to reflect on their response and the adequacy of their blended skills.
- **Concept maps** walk students through the nursing process for selected case study patients.
- **Guidelines for Nursing Care boxes** outline important points to remember in practice.
- **Nursing Plans of Care with Patient Case Studies** appear at the end of clinical chapters and provide concrete examples of each step of the nursing process, as well as related examples of documentation. The diagnoses in these plans of care illustrate common health problems and a wide variety of independent and collaborative nursing interventions.
- **Examples of NANDA Nursing Diagnoses and Examples of Nursing Interventions Nursing Outcomes Classifications (NIC/NOC) boxes** highlight nursing interventions and outcomes for quick and easy reference.
- **Focused Assessment Guides** provide sample interview questions to foster independent learning.
- **Teaching Tips boxes** summarize important topics for patient and family education and provide suggestions for nurse-patient communication.
- **Focus on the Older Adult boxes** emphasize special considerations for care of older patients.
- **Research in Nursing: Bridging the Gap to Evidence-Based Practice boxes** highlight recent research in nursing care.
- **Focused Critical Thinking Guides** help students follow the step-by-step critical thinking process to enhance their critical thinking skills.
- **Chapter-ending Developing Clinical Reasoning** sections provide exercises that challenge students to synthesize, rather than just reiterate, the information they have learned.
- **Checklists** throughout the text (including blended skills assessment, use of nursing process, and health assessments) allow students to evaluate their personal strengths and limitations and develop related learning goals.
- **Icons** in the text direct students to relevant Watch & Learn video clips, Practice & Learn activities, and Concepts in Action animations on *thePoint*.
- **Chapter-ending Taylor Suite Resources lists** outline which products in the Taylor suite relate to the chapter topic and help students coordinate their study and review.

Ancillary Assets:

Instructor Resources:

- **A robust test generator** with more than 1,250 questions helps you put together tests that assess your students' understanding of the material. Test questions link to learning objectives.
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- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Journal Articles** offer access to current research available in WK journals.
- **Dosage Calculation Quizzes** allow students to practice math skills and calculating drug dosages.

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Discovery Questions:

Competition:

Fundamentals of Nursing

Potter and Perry
/ 978-0-323-07933-4 \$0.00 / 4/1/12 / / 1,392pp. /

Fundamentals of Nursing

Kozier and Erb
/ 978-0-13-802461-1 \$0.00 / 2/1/11 / / 1,632pp. /

Fundamentals of Nursing

Wilkinson
/ 978-0-8036-2354-5 \$0.00 / 10/1/10 / / 2,365pp. /

Basic Nursing: Concepts, Skills and Reasoning

Treas
/ 978-0-8036-2778-9 \$0.00 / 10/1/13 / / 1,700pp. /

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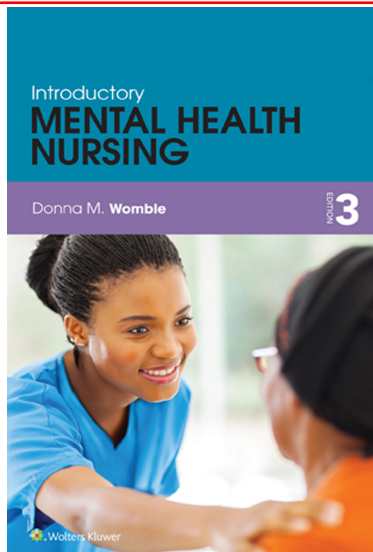
Unit I Foundations of Nursing Practice Chapter 1 Introduction to Nursing Chapter 2 Theory, Research, and Evidence-Based Practice Chapter 3 Health, Illness, and Disparities Chapter 4 Health of the Individual, Family, and Community Chapter 5 Cultural Diversity Chapter 6 Values, Ethics, and Advocacy Chapter 7 Legal Dimensions of Nursing Practice **Unit II Health Care Delivery** Chapter 8 The Health Care Delivery System Chapter 9 Care Coordination and Continuity in Health Care Settings and the Community **Unit III Person-Centered Care and the Nursing Process** Chapter 10 Blended Competencies, Clinical Reasoning, and Processes of Person-Centered Care Chapter 11 Assessing Chapter 12 Diagnosing Chapter 13 Outcome Identification and Planning Chapter 14 Implementing Chapter 15 Evaluating Chapter 16 Documenting, Reporting, Conferencing, and Using Informatics **Unit IV Promoting Health Across the Lifespan** Chapter 17 Developmental Concepts Chapter 18 Conception Through Young Adult Chapter 19 The Aging Adult **Unit V Roles Basic to Nursing Care** Chapter 20 Communicator Chapter 21 Teacher and Counselor Chapter 22 Nurse Leader, Manager, and Care Coordinator **Unit VI Actions Basic to Nursing Care** Chapter 23 Asepsis and Infection Control Chapter 24 Vital Signs Chapter 25 Health Assessment Chapter 26 Safety, Security, and Emergency Preparedness Chapter 27 Complementary and Alternative Therapies Chapter 28 Medications Chapter 29 Perioperative Nursing **Unit VII Promoting Healthy Physiologic Responses** Chapter 30 Hygiene Chapter 31 Skin Integrity and Wound Care Chapter 32 Activity Chapter 33 Rest and Sleep Chapter 34 Comfort and Pain Management Chapter 35 Nutrition Chapter 36 Urinary Elimination Chapter 37 Bowel Elimination Chapter 38 Oxygenation and Perfusion Chapter 39 Fluid, Electrolyte, and Acid-Base Balance **Unit VIII Promoting Healthy Psychosocial Responses** Chapter 40 Self-Concept Chapter 41 Stress and Adaptation Chapter 42 Loss, Grief, and Dying Chapter 43 Sensory Functioning Chapter 44 Sexuality Chapter 45 Spirituality Glossary Index **Resources Available on thePoint** Appendix A Guidelines for Delegation Decision Making Appendix B Equivalents Appendix C Normal Adult Laboratory Values

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Restrictions:	Worldwide

Key Concept Statement:

Description:

Prepare your LPN/LVN students to deal effectively with the mental health issues they will encounter in a wide range of healthcare settings with **Introductory Mental Health Nursing, 3e**. This updated edition of the author's acclaimed text provides clear, direct, and clinically relevant information on mental health nursing, supported by case applications, a built-in student workbook, a striking full color design, and a wide range of innovative features that support students every step of the way as they develop the knowledge they will need for success in their future careers. Updated to reflect the DSM-V and featuring new and expanded content throughout, the Third Edition includes a robust array of online resources to save you time and help your students succeed in the course. **Student Resources:**

Resources:

- **Learning Objectives** for every chapter help students gauge their mastery of key content.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **A Watch & Learn Video Clip** on Cognitive Functioning reinforces skills from the textbook and appeals to visual and auditory learners.
- **Practice & Learn Activities** related to therapeutic communication, antidepressants, and dementia, present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Movie Viewing Guides** highlight films depicting individuals with mental health disorders and provide students the opportunity to approach nursing care related to mental illness in a novel way.
- **Clin Sim Case Studies** include scenarios related to acute mania, major depressive disorder, and paranoid schizophrenia to help students understand the real life presentation of various disorders.
- **A Spanish-English Audio Glossary** provides terms and phrases for communicating with patients in Spanish.
- **Monographs of Commonly Prescribed Drugs** provide vital, up-to-date information.

Instructor Resources

- **PowerPoint presentations** make it easy for you to integrate the textbook with your students' classroom experience, via either handouts or slide shows.
- **Lesson Plans** make the text easier to teach from.
- **Learning Objectives** for each chapter provide an outline of key content that must be mastered.
- **Answers to Movie Viewing Guides** facilitate discussion and assessment of student understanding.
- **Clin Sim Case Studies** include scenarios related to acute mania, major depressive disorder, and paranoid schizophrenia to help students understand the real life presentation of various disorders.
- **Answers to Assignments** are provided for your convenience.
- **A Watch & Learn Video Clip** on Cognitive Functioning reinforces skills from the textbook and appeals to visual and auditory learners.
- **Practice & Learn Activities** related to therapeutic communication, antidepressants, and dementia, present case scenarios with interactive exercises and questions to help students apply what they have learned.
- **Journal Articles** for every chapter, updated for this edition, offer access to current research available in LWW journals.
- **A robust test generator with answers** helps you put together tests that assess your students' understanding of the material.
- **A complete image bank** enhances lecture and exam preparation.
- **A Sample Syllabus** provides guidance for structuring your mental health nursing course.
- **Strategies for Effective Teaching** provide tips for teaching the course.
- **eBook on thePoint** provides anywhere, anytime access to the fully searchable text and image bank.

Related URL:

For Sale Ancillary:

Free Ancillary:

Instructor Resources for Introductory Mental Health Nursing
Donna Womble
/ 978-1-4511-9465-4 / \$ / February, 2015 / Online Software

Upsell:

Features:

- New coverage of the DSM-V and updated journal research-based information highlights the latest advances in the field.

- New content on cultural, ethnic, and religious issues and factors that affect mental health, such as stress, anxiety, grief, and loss, prepares students for effective practice.
- Crisis intervention content has been expanded to include victims of sexual abuse, domestic violence, and bullying and new assessment tools and scales for suicide, violence, and trauma enrich the presentation.
- The treatment of mental illness, including approach and goals, components of care, and types of therapy, along with a generalized pharmacologic treatment overview, appears in Chapter 5.
- Unit V has been restructured to discuss disorders and issues of children/adolescents and expanded to include care of the intellectually disabled child (Chapter 18).
- Chapter 19 now covers the disorders and issues of the older adult.
- The built-in student workbook has been enhanced with new NCLEX-style student review questions.
- At a Glance** sections highlight or summarize key information for better recall and retention.
- Just the Facts** entries provide additional information on key topics.
- Mind Jogger critical thinking questions** promote deeper understanding.
- Senior Focus** features provide key information specific to the care of the older adult or elderly client.
- Client Post** sections provide disorder-related and support information that students can use to teach clients and/or their families.
- Case Applications** provide actual scenarios with guided questions to help students apply the nursing process to resolve clinical problems.
- Chapter-ending Student Worksheets** help students learn and retain key information through fill-in-the-blank, matching, and multiple-choice (NCLEX-style) questions.

Ancillary Assets:

Master the information you need to deal effectively with the mental health issues you will encounter in a variety of healthcare settings with **Introductory Mental Health Nursing, 3e**. This student-friendly text written specifically for LPN/LVN students provides easy-to-understand, clinically relevant information on mental health nursing, supported by real life cases, a built-in workbook, a striking full color design, and a wide range of innovative features designed to support you every step of the way as you develop the knowledge you'll need for success in your future career.

- Just the Facts** entries provide additional information on key topics.
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Discovery Questions:

Competition:

Foundations of Mental Health Care
Morrison-Valfre
/ 978-0-323-08620-2 \$0.00 / 10/1/12 / / 512pp. /

Neeb's Fundamentals of Mental Health Nursing
Gorman & Anwar
/ 978-0-8036-2993-6 \$0.00 / 2/1/14 / / 512pp. /

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