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ACNT07 - HARRELL MYLA

Retaining its logical organization, body systems approach, and focus on word parts, word building, and word analysis; this Fourth Edition of A Short Course in Medical Terminology reflects current medical usage and is now even more concise, student-friendly, and accessible. This edition features an enhanced art and design program, a more standardized chapter structure, and a vast array of in-text and online learning resources that help students master the language of medicine as they prepare for practice in today's rapidly changing healthcare environment.

No prior exposure to medical terms? No problem! Designed for short medical terminology courses, this essentials-level learning resource uses simple language you can understand. Organized by body system, early chapters help you learn the foundation of

medical word building with a basic analysis of medical terms, common anatomical roots, suffixes, and prefixes. Body system chapters present anatomy and physiology, terminology, common diseases, pronunciation, and abbreviations. Have fun while learning by taking quizzes, playing interactive games, and watching animations on the StudyWARE CD-ROM! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Your ticket to acing Clinical Anatomy Clinical anatomy is the study of human anatomy as it relates to clinical practice. Unlike a basic anatomy and physiology course designed to teach general anatomical knowledge, clinical anatomy focuses on specific structures and issues that people may encounter in a clinical setting. Clinical Anatomy For Dummies presents a friendly, unimposing overview of the material covered in a typical college-level Clinical

Anatomy course. Clear definitions, concise explanations, and plenty of full-color illustrations make *Clinical Anatomy For Dummies* the most accessible book available to supplement your classroom texts. Plain-English explanations make difficult concepts easy to grasp. Tracks to a typical college-level Clinical Anatomy course. Features a 16-page color insert. Whether you're a student or a practicing healthcare worker, *Clinical Anatomy for Dummies* makes this subject accessible and easy to grasp.

Revised and expanded aid for clinical MRCPCH and DCH examination candidates, and for paediatric trainees in their day-to-day clinical encounters.

Take a better approach to English for ESL health care students and practitioners. This workbook-based method uses a variety of interactive learning techniques to develop their mastery of medical English and their ability to use and understand it in the health care setting. It's perfect for both self-study and classroom instruction.

Score your highest in biostatistics. *Biostatistics* is a required course for students of medicine, epidemiology, forestry, agriculture, bioinformatics, and public health. In years past this course has been mainly a graduate-level requirement; however its application is growing and course offerings at the undergraduate level are exploding. *Biostatistics For Dummies* is an excellent resource for those taking a course, as well as for those in need of a handy reference to this complex material. Biostatisticians—analysts of biological data—are charged with finding answers to some of the world's most pressing health questions: how safe or effective are drugs hitting the market today? What causes autism? What are

the risk factors for cardiovascular disease? Are those risk factors different for men and women or different ethnic groups? *Biostatistics For Dummies* examines these and other questions associated with the study of biostatistics. Provides plain-English explanations of techniques and clinical examples to help. Serves as an excellent course supplement for those struggling with the complexities of the biostatistics. Tracks to a typical, introductory biostatistics course. *Biostatistics For Dummies* is an excellent resource for anyone looking to succeed in this difficult course.

As a general introduction to the SNOMED CT clinical terminology code system, the book explains in simple terms a wealth of key aspects, including the fundamentals of SNOMED CT, the various ways in which it can be used, and the methods by which it may quickly be deployed for use within an electronic documentation system that deals with clinical and clinics-related data. Further considerations include how end users can employ the system, how healthcare IT designers and developers can build highly ergonomic systems, and how health informatics experts and clinical analysts can successfully harness the various features that the clinical terminology code system provides in order to unleash the hidden potentials of clinical data. The book brings together material from various sources, presenting it in an easy-to-follow manner and supplemented by analyses of a number of different (imaginary) scenarios including case summaries from the author's experience and knowledge. The book will greatly benefit all stakeholders involved: clinicians, nurses, paramedics, dentists, public health professionals, health informatics professionals and healthcare IT engineers involved in the design and development of information systems for healthcare. Students at both the undergradu-

ate and postgraduate levels seeking a practical introduction to SNOMED CT will find this book to be a valuable guide.

English is not your mother tongue? This enjoyable book offers everything you need to cope with everyday situations as a resident in English-speaking countries, at scientific meetings or just to stay up to date with medical advances. Each chapter starts with a cartoon.

This updated edition of *Painless Evidence-Based Medicine* presents basic concepts and application of research statistics in simple and practical manner creating an introductory approach to the complex and technical subject of evidence-based medicine from experienced teachers. A simplified introductory approach to the complex and technical subject of evidence-based medicine from experienced teachers Approaches learning from the vantage point of clinical questions on therapy, diagnosis, prognosis or harm rather than the framework of study designs Provides tables and boxed case studies throughout highlighting key topics, or difficult issues, in an easy to read manner Emphasizes applicability of EBM, encouraging readers to dissect the evidence and how results can be applied to individual patients with different circumstances, varying values and preferences New to the Second Edition are chapters on health screening, clinical practice guidelines, and major updates incorporating recommended trial criteria

Take the intimidation out of medical terminology Every job in the medical field needs some background in medical terminology. From the check-in desk to the doctor to the pharmaceutical sales rep, and everyone around and in between, healthcare professionals and those in adjacent fields use a common and consistent vo-

cabulary to improve quality, safety, and efficiency. *Medical Terminology For Dummies* is a powerful resource for current and prospective healthcare professionals. It provides different ways to memorize the words and their meanings, including ideas for study materials, flash cards, quizzes, mind maps, and games. Plus, you'll discover how to identify, pronounce, define, and apply words in proper context. Grasp the standardized language of medicine Find the easiest way to remember tongue-twisting terms Benefit from lots of definitions and examples Understand, retain, and put this knowledge to use If you're one of the millions of professionals hoping to succeed in this booming field, this book gets you talking the talk so you can walk the walk!

A solid knowledge base and good clinical skills don't necessarily guarantee examination success in the long case OSCE. This book is the ultimate guide for medical students needing to combine their knowledge and skills with an ability to interpret the clinical findings, the proficiency to present them clearly and the confidence to deal with the examiners questions. Adopting a proven, highly effective approach, this revision aid uses role play with simulated patients to hone clinical examination and presentation skills. The fifty cases are divided into six areas: cardiology, respiratory, abdomen, neurology, musculoskeletal and surgery. Written by successful candidates and examiners, the guide poses a number of important and commonly asked examination questions for each case to assist in preparation and confidence, and model answers are provided to ensure an understanding of exactly what is required. Working in groups or independently, students will welcome the large, colourful format, the breakdown of marking schemes, an overview of examiners expectations, a guide to pre-

senting clinical findings and innumerable 'insider' tips throughout. See accompanying video here: <https://www.youtube.com/watch?v=Cvr4y-NykUU>

This brand new Lecture Notes title provides the core biomedical science study and revision material that medical students need to know. Matching the common systems-based approach taken by the majority of medical schools, it provides concise, student-led content that is rooted in clinical relevance. The book is filled with learning features such as key definitions and key conditions, and is cross-referenced to develop interdisciplinary awareness. Although designed predominantly for medical students, this new Lecture Notes book is also useful for students of dentistry, pharmacology and nursing. Biomedical Science Lecture Notes provides: A brand new title in the award-winning Lecture Notes series A concise, full colour study and revision guide A 'one-stop-shop' for the biomedical sciences Clinical relevance and cross referencing to develop interdisciplinary skills Learning features such as key definitions to aid understanding

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Anatomy Essentials For Dummies (9781119590156) was previously published as Anatomy Essentials For Dummies (9781118184219). While this version features a new Dummies cover and design, the content is the same as the prior release and should not be considered a new or updated product. The core concepts you need to ace Anatomy Perfect for those just starting out or returning to Anatomy after some time away, Anatomy Essentials For Dummies focuses on core concepts taught (and test-

ed on!) in a typical Anatomy course. From names and technical terms to how the body works, you'll skip the suffering and score high marks at exam time with the help of Anatomy Essentials For Dummies. Designed for students who want the key concepts and a few examples—without the review, ramp-up, and anecdotal content—Anatomy Essentials For Dummies is a perfect solution for exam-cramming, homework help, and reference. A useful and handy reference to the anatomy of the human body Perfect for a refresher or a quick reference Serves as an excellent review to score higher at exam time If you have some knowledge of anatomy and want to polish your skills, Anatomy Essentials For Dummies focuses on just the core concepts you need to understand this fascinating topic.

Using a consistent, logical, and step-by-step approach, MEDICAL TERMINOLOGY: A LIVING LANGUAGE, 5/e introduces students to the anatomy and physiology of body systems and the corresponding medical terms related to them. For each body system, broad coverage of anatomy, physiology, pathology, diagnostic procedures, treatment procedures, and pharmacology is provided. The author emphasizes both terms built from Latin and Greek word parts, and modern English terms, helping students develop a full working word part vocabulary they can use to interpret any new term. This edition contains many new terms, and has been reorganized for more efficient learning. To eliminate confusion, Word Building tables have been removed from each chapter and the terms have been distributed throughout the pathology, diagnostic procedure, and treatment procedure tables, where they are more immediately relevant to students. Note: This ISBN is just the standalone book, if the customer wants the book/access card order

the ISBN below; 133962032 / 9780133962031 Medical Terminology: A Living Language PLUS MyMedicalTerminologyLab with Pearson etext -- Access Card Package Package consists of: 0132843471 / 9780132843478 Medical Terminology: A Living Language 0133936236 / 9780133936230 MyMedicalTerminologyLab with Pearson etext - Access Card - Medical Terminology A Living Language

Now in its 2nd edition, Medical Terminology Express adapts Barbara Gyls's proven word-building techniques for the short-course. Organized by body system, this text shows the connection between anatomical structures and associated medial word roots.

Here's a text that provides readers with a solid foundation in veterinary medical terminology. A strong emphasis on clinical application makes the vocabulary easy to learn and remember, and familiarizes readers with basic concepts in anatomy, physiology, and disease. Features chapter goals and objectives, self-tests with answers, numerous illustrations, and much more! Focuses the reader's attention on essential information with chapter goals and objectives. Encourages effective learning with related-terms sections that include word-division exercises, phonetic spellings, brief definitions, and etymologies. Offers readers immediate feedback on comprehension through numerous self-tests with answers. Clarifies important anatomic features with more than 150 exquisitely rendered, original medical illustrations. Makes unfamiliar terms easier to understand with coverage of word structure that discusses root words, prefixes, suffixes, combining forms, and compound words. Includes a chapter on pharmacology re-

viewing metric, apothecary, and household measurement conversions, prescriptions, abbreviations, examples of prescriptions and prescription labels, and more. Adheres to the standardized nomenclature for directional terminology accepted by most veterinary anatomists and the American College of Veterinary Radiologists (ACVR).

Grasp and retain the fundamentals of medical terminology quickly and easily Don't know a carcinoma from a hematoma? This friendly guide explains how the easiest way to remember unfamiliar, often-tongue-twisting words is to learn their parts: the prefix, root, and suffix. Medical Terminology For Dummies breaks down the words you'll encounter in your medical terminology course and gives you plain-English explanations and examples to help you master definitions, pronunciations, and applications across all medical fields. For many, the language of medicine and healthcare can be confusing, and frequently presents the greatest challenge to students - this guide was designed to help you overcome this problem with ease! Packed with ideas, study materials, quizzes, mind maps, and games to help you retain the information, Medical Terminology For Dummies quickly gets you up to speed on medical prefixes, suffixes, and root words so you'll approach even unfamiliar medical terms with confidence and ease. Bone up on words that describe and are related to the body's systems Correctly pronounce and understand the meanings of medical terms Find tricks and study tips for memorizing words Build your knowledge with helpful word-building activities If you're working toward a certification or degree in a medical or healthcare field, or if you're already on the job, Medical Terminology For Dummies is the fast and easy way to learn the lingo.

The definitive guide to starting a successful career in medical billing and coding With the healthcare sector growing at break-neck speed—it's currently the largest employment sector in the U.S. and expanding fast—medical billing and coding specialists are more essential than ever. These critical experts, also known as medical records and health information technicians, keep systems working smoothly by ensuring patient billing and insurance data are accurately and efficiently administered. This updated edition provides everything you need to begin—and then excel in—your chosen career. From finding the right study course and the latest certification requirements to industry standard practices and insider tips for dealing with government agencies and insurance companies, *Medical Billing & Coding For Dummies* has you completely covered. Find out about the flexible employment options available and how to qualify Understand the latest updates to the ICD-10 Get familiar with ethical and legal issues Discover ways to stay competitive and get ahead The prognosis is good—get this book today and set yourself up with the perfect prescription for a bright, secure, and financially healthy future!

Confused by medical terms? Don't know a carcinoma from a hematoma? *Medical Terminology For Dummies* gets you up to speed quickly on medical terminology fundamentals and helps you master medical definitions, pronunciations, and applications across all health care fields. Once you understand medical prefixes, suffixes, and root words, you'll approach even unfamiliar medical terms with confidence. This plain-English guide to language that can be just plain confusing clears up the meanings of the Greek and Latin sources of medical terms. You'll get a handle on how these mouthfuls are constructed, and discover how to deci-

pher any medical term, no matter how complex or unusual. You'll also get plenty of help in pronouncing and remembering medical words, and you'll find out how and why the terminology changes from hospital to laboratory to pharmacy. You'll discover how to: Understand word foundations and origins Grasp the essential meanings of unfamiliar terms Define common prefixes and suffixes Identify and pronounce medical terms Deconstruct words to grasp definitions Use plurals and multiples with ease Describe medical conditions accurately Bone up on terms that describe the anatomy Use mnemonic devices to remember medical terms Know when words refer to diseases, injuries, treatments, and more Use medical terminology in the real world Complete with a list of essential references on medical terminology as well as helpful word-building activities *Medical Terminology For Dummies* puts you in the know in no time.

Medical Terminology and Anatomy for ICD-10 Coding integrates expanded anatomy, physiology, and pharmacology coverage with the latest medical terminology you need to correctly code in ICD-10. The ICD-10-CM classification system serves as the structure for organizing diseases and disorders, with carefully drawn, well-labeled illustrations to help you visualize the associated anatomy. ICD-10 coding guidelines and notes, along with electronic medical records and integrated exercises are interspersed throughout the text. A robust Evolve site includes games, activities, and animations to reinforce learning. Medical terminology specifically tailored to ICD-10-CM and ICD-10-PCS guidelines supply you with an excellent foundation for learning the medical terminology related to ICD-10-CM. Learn all the anatomy and physiolo-

gy necessary to be able to understand medical reports and code accurately in ICD-10-CM/PCS. Pathology terms organized by ICD-10 disease and disorder categories let you learn terms in the same order they are presented in the coding manual. Guideline Alert! boxes highlight ICD-10-PCS coding information when relevant to medical terminology. Special Notes boxes present ICD-10 features that affect your understanding of the terminology presented. Root operation tables illustrate the root operations in PCS and their associated suffixes. Body Part key provides a complete list of body parts and how they should be coded in ICD-10. Pathology and procedure terminology tables list the word parts for each term, along with the definition so you become familiar with prefixes, suffixes, and combining forms. Exercises interspersed throughout the text encourage you to practice and learn as you move through the material. Be Careful! boxes warn you about similar and potentially confusing word parts and medical terms. Games and activities on accompanying Evolve website offer an easily accessible source for extra interactive practice and learning. Electronic medical record format illustrates the appearance of electronic records now being used in many healthcare settings. NEW! Pharmacology in each body system and a Pharmacology Basics appendix help you recognize drugs and medications in medical reports. NEW! More than 50 new images bring terminology to life. NEW! Additional procedural terms supply a more complete picture of the number and kind of procedures you will encounter on medical reports. NEW! Normal Lab Values appendix familiarizes you with normal and abnormal lab values so you know when to search a medical record for possible additional diagnoses. NEW! Tablet and mobile-optimized Evolve activities offer an easily ac-

cessible source for extra interactive practice and learning.

"At the end of the is guide, you will be able to: understand the logic of medical terminology and apply it to your profession, build medical terms from scratch using prefixes, root words, combining forms, and suffixes that you have learned in this guide, deconstruct complicated words and use the word elements to analyze and determine the meaning of the medical terms, understand, spell, and write medical words, explain the meaning of medical terms to your colleagues."-- publisher's description.

Designed to be both comprehensive and user-friendly, the text offers easy-to-understand explanations of medical terminology and contains helpful learning features such as tips, case studies, and review questions. Describes medical terms with easy-to-understand explanations and phonetic spellings Offers an updated edition of this practical guide to veterinary medical terminology Contains real-world case studies, word lists, and review questions that are designed to promote active learning Includes new chapters on medical reports and case studies and large animals, as well as helpful memorization features Provides access to a companion website with images, audio clips, flash cards, and other helpful learning tools

A scenario unfolding throughout the text introduces you to crucial terms and commonly used words and phrases as you follow each patient through assessment, treatment, and recovery/rehabilitation. Content differentiates between medical terminology--formal vocabulary used in practice--and medical language--commonly used words and phrases communicated among patients and informal settings with your peers. A special code in the front of the book gives you exclusive access to The Medical Language Lab, a

new, interactive online experience that ensures you master the language of medicine. Automatic grading and reporting to Gradebook. See an example of the Gradebook here. "Right Word or Wrong Word" boxes build your word-differentiation skills. Exercises, including identification, fill-in-the-blank, multiple-choice questions, and short answers, encourage you to take notes, problem solve and use new vocabulary and skills. "Memory Magic" helps you with mnemonic devices and "word-a-day" challenges "Career Spotlight" offers insights into the many healthcare professions. "Focus Point" provides additional detail about specific terms used in the scenarios. "Word Building" gives formulas for creating words with the combining form. Critical-thinking questions encourage you to express your opinions about what you've learned. Creative writing exercises let you practice using terms from each chapter to write about a topic of your choice. Suggested websites give you access to professional discussion boards and video clips to further your knowledge.

Every day we make decisions about our health - some big and some small. What we eat, how we live and even where we live can affect our health. But how can we be sure that the advice we are given about these important matters is right for us? This book will provide you with the right tools for assessing health advice. Written in the award-winning, lighthearted Incredibly Easy! style, this book is an excellent aid to understanding and retention of medical terminology. The first chapter focuses on key concepts of medical terminology, including common word components. Subsequent chapters cover individual body systems, providing in-depth definitions that connect words to their meanings. This Third Edi-

tion features new chapters on obstetric and mental health terms and expanded "Pump Up Your Pronunciation" charts. Two eight-page full-color inserts offer a closer look at anatomical terminology. A companion Website offers student and instructor ancillaries including a pronunciation guide with hundreds of terms, "Pump Up Your Pronunciation" study cards, practice exercises, PowerPoint presentations, and a test generator. Online Tutoring powered by Smarthinking--Online tutoring, powered by Smarthinking, gives students access to expert nursing and allied health science educators whose mission, like yours, is to achieve success. Students can access live tutoring support, critiques of written work, and other valuable tools.

If you could remember your own potty training, you'd probably recall a time filled with anxiety and glee, frustration and a sense of accomplishment, triumphal joy and shamed remorse. You'd remember wanting so much to make mommy and daddy happy, and at the same time to make them pay for being so darned unreasonable. And you'd recall feeling incredibly grown up once you got it right. Maybe if we could remember our own potty training, it wouldn't be so tough when it came our turn to be the trainers. But as it is, most of us feel like we can use all the expert advice and guidance we can get. Potty Training For Dummies is your total guide to the mother of all toddler challenges. Packed with painless solutions and lots of stress-reducing humor, it helps you help your little pooper make a smooth and trauma-free transition from diapers to potty. You'll discover how to: Read the signs that your tot is ready Motivate your toddler to want to give up diapers Kick off potty training on the right foot Foster a team approach Deal with setbacks and pee and poop pranks Make potty training a lov-

ing game rather than a maddening ordeal Mother and daughter team, Diane Stafford and Jennifer Shoquist, MD separate potty-training fact from fiction and tell you what to expect, what equipment you'll need, and how to set the stage for the big event. They offer expert advice on how to: Choose the right time Use a doll to help model behavior Say the right things the right way Reinforce success with praise and rewards Switch to training pants Get support from relatives Cope with special cases Train kids with disabilities And they offer this guarantee: "If your child is still in diapers when he makes the football team or gets her college degree, you can send him or her off to us for a weekend remedial course—and ask for a refund of the cost of this book."

Contains clinical information and case studies in every chapter, information on complementary and alternative medicine, new and updated full-colour illustrations, new and expanded exercises, a new crossword puzzle in each of the chapters in Part Three, early introduction of drug information that can be applied to subsequent chapters on the systems, a special interest box in each chapter with information on word derivations and usage, flashcards and an interactive CD-ROM which includes practice tests; word-building exercises; case studies with related questions; labelling exercises; crossword puzzles; template for making additional flashcards; and an audible Pronunciation Guide.

Designed for busy medical students, The Radiology Handbook is a quick and easy reference for any practitioner who needs information on ordering or interpreting images. The book is divided into three parts: - Part I presents a table, organized from head to toe, with recommended imaging tests for common clinical conditions.

- Part II is organized in a question and answer format that covers the following topics: how each major imaging modality works to create an image; what the basic precepts of image interpretation in each body system are; and where to find information and resources for continued learning. - Part III is an imaging quiz beginning at the head and ending at the foot. Sixty images are provided to self-test knowledge about normal imaging anatomy and common imaging pathology. Published in collaboration with the Ohio University College of Osteopathic Medicine, The Radiology Handbook is a convenient pocket-sized resource designed for medical students and non radiologists.

Learn about the human body from the inside out Some people think that knowing about what goes on inside the human body can sap life of its mystery—which is too bad for them. Anybody who's ever taken a peak under the hood knows that the human body, and all its various structures and functions, is a realm of awe-inspiring complexity and countless wonders. The dizzying dance of molecule, cell, tissue, organ, muscle, sinew, and bone that we call life can be a thing of breathtaking beauty and humbling perfection. Anatomy & Physiology For Dummies combines anatomical terminology and function so you'll learn not only names and terms but also gain an understanding of how the human body works. Whether you're a student, an aspiring medical, healthcare or fitness professional, or just someone who's curious about the human body and how it works, this book offers you a fun, easy way to get a handle on the basics of anatomy and physiology. Understand the meaning of terms in anatomy and physiology Get to know the body's anatomical structures—from head to toe Explore the body's systems and how they interact to keep us

alive Gain insight into how the structures and systems function in sickness and health Written in plain English and packed with beautiful illustrations, *Anatomy & Physiology For Dummies* is your guide to a fantastic voyage of the human body.

The fast and easy way to explore a medical transcription career Flexibility is one of the most enticing aspects of a career in medical transcription. Perfect for in the office, at home, or on vacation, medical transcriptionists can often create lifestyle-appropriate schedules. The transcription field also appeals as a part-time, post-retirement income source for healthcare-industry workers. If you're interested in a career in this growing field, *Medical Transcription For Dummies* serves as an accessible entry point. With guidance on getting through training and certification and exploring opportunities within the myriad different kinds of employment arrangements, *Medical Transcription For Dummies* gives you everything you need to get started in medical transcription. Guides you on getting through medical transcription training and certification Includes expert advice and tips on how to approach complex medical jargon and understand procedures Plain-English explanations of medical terminology, anatomy and physiology, diagnostic procedures, pharmacology, and treatment assessments Whether used as a classroom supplement or a desk reference, students and professionals alike can benefit from *Medical Transcription For Dummies*.

First published in 1973, this textbook was designed to provide medical students and other trainees with an introduction to the principles of public health with special reference to the situation in developing countries of the tropics. This thoroughly revised fourth edition, *Short Textbook of Public Health Medicine for the*

Tropics focuses on recent advances in public health, retaining the approach from earlier editions in stressing basic principles illustrated by selected examples, rather than attempting to provide a detailed comprehensive account. Infectious diseases feature strongly in the textbook and diseases are grouped epidemiologically, based on the mode of transmission and the public health approaches for their control. This fourth edition also highlights the global epidemiology of Type II diabetes and the disease related to cigarette smoking as examples of the growing incidence of chronic disease in developing countries. Written primarily for the developing world, the book recognizes the wide diversity in the situation in developing countries and stresses basic principles that can be adapted to local situations.

Essential Medical Terminology, Fourth Edition is updated with a new full-color design as well as new and revised terms and definitions. The Fourth Edition includes more than 200 full-color photos, illustrations, and tables to enhance key points and aid comprehension This best-selling introduction to medical terminology is based on the body-systems method and is flexible enough to be used in traditional or self-instructional course formats. Suited for students of all levels in the health professions, this accessible text provides the appropriate amount of detail needed to learn the basics of medical terminology. After learning the fundamentals of pronunciation, students can study the chapters in any order the instructor deems appropriate..

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Up to Surgery is an effective high-yield review of general and subspecialty surgery, written specifically for medical, physician assistant, and nurse practitioner students in their surgery clerkship/rotation. Step-Up to Surgery packs clinical pearls, illustrations, and "Quick Hits" in a single, ingenious tool, tailoring each element for immediate content absorption and faster, more efficient review. This review book gives you exactly what you need to prepare for the surgery clerkship, accompanying shelf exams, and the USMLE Step 2! NEW Features for this edition: - Full-color, updated interior design brings the content to you in a memorable style. - Full-color, updated figures illustrate concepts when a picture says it best. CLASSIC Student approved features: - Complete coverage of key surgery topics ensures that you are test-ready and prepared on the wards! - Quick Hits in the margins highlight highly testable topics--just see how the sparks fly at test time! - Clinical Pearls help you "file away" clinical medicine connections for handy retrieval at test time! - Bold terms highlight key terminology for added emphasis! BONUS Material and study resources: - NEW! 100 USMLE-style questions in the book and online, so you can study anytime, anywhere!

Quickly master the basics of medical terminology and begin speaking and writing terms almost immediately! Using Davi-Ellen Chabner's proven learning method, Medical Terminology: A Short Course, 7th Edition omits time-consuming, nonessential information and helps you build a working medical vocabulary of the most frequently encountered prefixes, suffixes, and word roots. Medical terms are introduced in the context of human anatomy and physiology to help you understand exactly what they mean, and case studies, vignettes, and activities demonstrate how

they're used in practice. With all this plus medical animations, word games, and flash cards on the Evolve companion website, you'll be amazed at how easily medical terminology becomes part of your vocabulary. Self-teaching text/workbook approach reinforces learning every step of the way with labeling diagrams, pronunciation tests, and review sheets throughout the book. - Clear, non-technical explanations demystify medical terminology even if you've had little or no background in science or biology. "Picture Show" activities, practical case studies, and vignettes demonstrate real-life applications of medical terms in describing pathology and procedures. Full-color images illustrate anatomical and pathological terms. "Principal Diagnosis" feature shows how medical terms are used in clinical practice by asking you to read physician notes about a case and determine the patient's principal diagnosis. "First Person" narratives help you understand diseases and conditions from the patient's perspective. "Spotlight" feature identifies and clarifies potentially confusing terminology. "Medical Terminology Check Up" at the end of each chapter reinforces your understanding of key concepts. Labeled illustrations in the Spanish glossary present Spanish terms for major anatomical structures. A tablet-optimized Evolve companion website includes word games, learning exercises, audio pronunciations, animations, an anatomy coloring book, electronic flash cards, and more. NEW and UPDATED medical information keeps you current with today's healthcare terminology, and includes new illustrations clarifying difficult concepts and procedures. IMPROVED! Evolve resources "are now optimized for tablet use, and mobile-optimized versions of the flash cards and quick quizzes make it easier for on-the-go study and review. "

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Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on as-

sembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

The only monograph on cytogenetics for the pathologist, this up-to-the-minute reference/text contains the most up-to-date research findings on many important topics in medical genetics—notably FISH (fluorescent in situ hybridation)-based molecular cytogenetic technologies and spectral karyotyping. An excellent resource for cytogeneticists prepar