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EHW6FP - MAXIMILIAN RIGGS

Patrick Bormann untersucht anhand realer Daten eines Bildungsdienstleisters, inwiefern der Klickpfad einer Affiliate-Marketingkampagne im Rahmen einer Mehrkanalstrategie (soziale Medien, Suchmaschinenwerbung) gesteuert werden kann. Neben einem weitreichenden Einblick in das Affiliate-Marketing selbst, konzipiert er den Prozess des Affiliate-Marketing und stellt den Klickpfad der Nutzer in den Schwerpunkt betriebswirtschaftlicher Analysen. Ferner zeigt er mithilfe einer kausalanalytischen Methodik und eines Gruppenvergleichs, dass die Steuerung des Klickpfads durch mehrere Facetten der Suchmaschinenwerbung und diverser sozialer Medien zusehends komplexer wird.

At a time when developed world populations are healthier and richer than they have ever been, why is there still so much poverty and disease in the world? Why do rich countries hold so many poor countries in debt and why do millions of children die every year from avoidable diseases? This new edition attempts to answer these pressing questions. An Introduction to International Health, Second Edition is a comprehensive and detailed exploration of international health and the modern aid industry. This provocative new edition is masterfully constructed around four essential themes: What is international health? Why is population health so poor in developing countries? What is the extent of the problem? What can be done about it? The thoroughly updated second edition provides answers to these questions and includes new discussions on war, governance and human rights in developing countries, and the various issues surrounding water, sanitation, and infectious diseases. Solutions are examined via primary health care strategies, poverty alleviation, and developing world debt relief, as well as human rights interventions. Unique to this book is its "how-to" component. The final section discusses how to work safely and effectively in a developing country. This eye-opening text is an essential read for all those interested in international health.

PDQ Epidemiology will help to fill the considerable gap between the exact findings of the laboratory and the uncertain world of clinical medicine. By translating the terminology of epidemiology into easy-to-understand language, the underlying scientific methods begin to emerge and make sense. The third edition reflects the maturation of the field, which now encompasses much more than the 'randomized, controlled trial.' New sections explain techniques that have been introduced into the field since the previous edition, the section on RCT has been expanded and updated examples have been incorporated. The section on measurement has also been brought into line with newer thinking on reliability and validity. Featuring unique examples titled Circular Reasoning and Anti-intellectual Pomposity Detectors (CRAP Detectors), the text helps the reader identify studies with basic flaws in design or reasoning.

Created by a dental hygienist for dental hygienists, Community Oral Health Practice for the Dental Hygienist, 3rd Edition, helps you acquire the understanding to improve the oral health care of people throughout various communities and build a successful career in the public health sector. Learn how to effectively interact with and educate people of different cultures, plan and develop community projects, assess the risk of caries and other oral conditions, master ADEA Dental Hygiene Competencies, and more with proven, practical guidance. Comprehensive, cutting-edge content delivers everything you need to know to succeed in practice. Test-taking strategies help you confidently prepare for the community oral health portion of the National Board Dental Hygiene Examination (NBDHE). Up-to-date information on national initiatives details the goals and guidelines of various government programs. ADEA Dental Hygiene Competencies included at the end of each chapter highlight expectations you'll encounter as you enter the workforce. Dental Hygienist Mini-Profiles provide real-world perspectives to help you prepare for practice and plan your career. Applying Your Knowledge sections suggest ways you can begin improving oral health in your community. Guiding principles, learning objectives, vocabulary terms, and chapter summaries help you study more efficiently and reinforce your understanding of the most important concepts. Expanded Community Cases on the companion Evolve website test your ability to apply your knowledge to common scenarios you may encounter as a dental hygienist. UNIQUE! Healthy People 2020 Objectives give you a competitive edge with the most up-to-date science-based guidelines for promoting health and preventing disease. New chapter on Planning a Student Community Oral Health Project helps you confidently move from the classroom into the community and apply what you've learned to improve oral health care. Content updates keep you current on timely issues such as access to care, expanded career opportunities, caries risk assessment, fluoride and sealants, social responsibility and justice, and cultural competence.

Rev. ed. of: Physician assistant's guide to research and medical literature / [edited by] J. Dennis Blessing. 2nd ed. Philadelphia: F.A. Davis, c2006. Thoroughly revised and updated for its Fourth Edition, this highly acclaimed volume is the most comprehensive reference on hospital epidemiology and infection control. Written by over 150 leading experts, this new edition examines every type of hospital-acquired (nosocomial) infection and addresses every issue relating to surveillance, prevention, and control of these infections in patients and in healthcare workers. This new edition features new or significantly increased coverage of emerging infectious diseases, avian influenza, governmental regulation of infection control and payment practices related to hospital-acquired infections, molecular epidemiology, the increasing prevalence of community-acquired MRSA in healthcare facilities, system-wide infection control provisions for healthcare systems, hospital infection control issues following natural disasters, and antimicrobial stewardship in reducing the development of antimicrobial-resistant organisms.

While most practicing pharmacists are familiar with the term and the general concept of evidence-based medicine, few are adequately trained in the clinical application of these skills. Developed to give clinical pharmacists an edge, this book provides a practical approach for applying sound EBM principles to your clinical decision making process. Decision making based on personal experience alone, without knowledge from well-designed, con-

trolled, randomized trials with adequate sample size, often overestimates the efficacy and underestimates the safety risks associated with drugs. This book provides a roadmap that is instructional and, most importantly, practical for the pharmacist so these new skills can be applied immediately in practice. Based on a five-step process perfected over ten years at the University of Missouri, Kansas City, School of Pharmacy, this exciting new approach will: · Reduce complexity · Shorten time for decision making support · Maintain rigor · Categorize quality of the evidence in a simple, straightforward, and logical manner · Provide a process designed specifically for pharmacists making drug therapy decisions Use of examples, tables, diagrams, and key points highlighted throughout the book and summarized at the end of each chapter provide the pharmacist with skills they can implement the next day to begin applying EBM principles to their practice.

Inspired to write on this topic in reaction to mistakes he encountered in actual papers, David L. Streiner uses his trademark sense of humour and light-hearted style to explain complex statistical concepts in lucid, jargon-free language.

Explores and brings together the existent body of knowledge on building performance analysis Shortlisted in the CIBSE 2020 Building Performance Awards Building performance is an important yet surprisingly complex concept. This book presents a comprehensive and systematic overview of the subject. It provides a working definition of building performance, and an in-depth discussion of the role building performance plays throughout the building life cycle. The book also explores the perspectives of various stakeholders, the functions of buildings, performance requirements, performance quantification (both predicted and measured), criteria for success, and the challenges of using performance analysis in practice. Building Performance Analysis starts by introducing the subject of building performance: its key terms, definitions, history, and challenges. It then develops a theoretical foundation for the subject, explores the complexity of performance assessment, and the way that performance analysis impacts on actual buildings. In doing so, it attempts to answer the following questions: What is building performance? How can building performance be measured and analyzed? How does the analysis of building performance guide the improvement of buildings? And what can the building domain learn from the way performance is handled in other disciplines? Assembles the current body of knowledge on building performance analysis in one unique resource Offers deep insights into the complexity of using building performance analysis throughout the entire building life cycle, including design, operation and management Contributes an emergent theory of building performance and its analysis Building Performance Analysis will appeal to the building science community, both from industry and academia. It specifically targets advanced students in architectural engineering, building services design, building performance simulation and similar fields who hold an interest in ensuring that buildings meet the needs of their stakeholders.

Introduction to Research and Medical Literature for Health Professionals, Fourth Edition is included in the 2015 edition of the essential collection of Doody's Core Titles. Introduction to Research and Medical Literature for Health Professionals, Fourth Edition is an essential resource to help students, faculty, and practitioners understand the research process, interpret data, comprehend results, and incorporate findings into practice. From choosing a research project and developing the research process design, to systematically gathering information, analyzing, interpreting data, differentiating among conflicting results, and finally understanding the overall evaluation, Introduction to Research and Medical Literature for Health Professionals, Fourth Edition will help students and practitioners develop research skills to acquire and contribute knowledge that benefits their patients. NEW TO THE FOURTH EDITION NEW Chapter: Statistics in Health Care NEW Chapter: Systematic Reviews Heavily revised chapter on the regulatory protection of human subjects, providing readers with a comprehensive look at the workings of the institutional review board Completely rewritten chapter on qualitative research Learning Objectives at the beginning of each chapter, presenting the chapter's desired outcomes to the reader Instructor Resources: Instructor's Manual, Slides in PowerPoint format, Test Bank Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting tools.

For organizations operating in a modern business environment, adopting the latest information technologies (IT) is of paramount importance. Organizational decision makers are increasingly interested in IT acquisition, constantly seeking the most advanced solutions in order to give their constituents a distinct competitive advantage. Managing Enterprise Information Technology Acquisitions: Assessing Organizational Preparedness provides leaders and innovators with research and strategies to make the most of their options involving IT and organizational management approaches. This book will serve as a critical resource for leaders, managers, strategists, and other industry professionals who must be prepared to meet the constant changes in the field of information technologies in order to effectively guide their organizations and achieve their respective goals.

Understanding and Using Advanced Statistics is a comprehensive, practical guide for postgraduate students advising how and when to use more advanced statistical methods. Perfect for students without a mathematical background, the authors refresh important basics such as descriptive statistics and research design as well as introducing essential upper-level techniques to cater for the advanced student. Key Features: - Comprehensive guide informing how to use a range of advanced statistical methods such as MANOVA, path analysis and logistical regression; - Inter-disciplinary: ideal for students studying upper level statistical methods in any subject across the social sciences; - Practical guide: case studies, further reading, key terms explained in order to help the non-mathematically orientated student get ahead with their research. Building on undergraduate statistical grounding, Understanding and Using Advanced Statistics provides the upper-level researcher with the knowledge of what advanced statistics do, how they should be used, and what their output means.

The third edition of PDQ Statistics provides an overview of all major statistical methods, giving the reader a good understanding of statistics and how they are used in research articles. It covers the major categories – variable and descriptive statistics, parametric statistics, non-parametric statistics, and multivariate statistics. The explanations are clear, succinct, and loaded with practical examples.

"This book provides an interdisciplinary approach summarising the key elements, issues, concepts, and procedures in developing and applying evidence-based practice. Discussions include programme evaluation, quality and operational improvement strategies, research grant applications, utilising statistical procedures, and more."--

This new edition of the book will be produced in two versions. The textbook will include a CD-Rom with two videotaped lectures by the authors. This book translates biostatistics in the health sciences literature with clarity and irreverence. Students and practitioners alike, applaud Biostatistics as the practical guide that exposes them to every statistical test they may encounter, with careful conceptual explanations and a minimum of algebra. What's New? The new Bare Essentials reflects recent advances in statistics, as well as time-honored methods. For example, "hierarchical linear modeling" which first appeared in psychology journals and only now is described in medical literature. Also new, is a chapter on testing for equivalence and non-inferiority. As well as a chapter with information to get started with the computer statistics program, SPSS. Free of calculations and jargon, Bare Essentials speaks so plainly that you won't need a technical dictionary. No math, all concepts. The objective is to enable you to determine if the research results are applicable to your own patients. Throughout the guide, you'll find highlights of areas in which researchers misuse or misinterpret statistical tests. We have labeled these "C.R.A.P. Detectors" (Convolved Reasoning and Anti-intellectual Pomposity), which help you to identify faulty methodology and misuse of statistics.

Knowledge management (KM) has become an important business strategy in an era of accelerated globalization, digitalization, and servitization of products and services. Maximizing the use of organizational resources becomes fundamental for continuous growth and prosperity. Organizations of various kinds such as resource-based organizations, product-based organizations, as well as knowledge-intensive service-oriented organizations require specific policies and support services to improve the knowledge management in their respective organizations. Knowledge Management Strategies and Applications focuses on the way organizations can create knowledge, share existing or new knowledge, and disseminate them among the stakeholders, most importantly among the employees, managers, customers, and suppliers. The selected topics are drawn from several fields of studies and give a multidisciplinary outlook. The book will be interesting not only for the researchers and students but also for the managers who want to improve knowledge sharing and innovation capabilities in their organizations.

Clinical Research in Practice: A Guide for the Bedside Scientist is a straightforward guide to reading, evaluating, and using research in these clinical settings. The text helps the bedside scientist take a study from question to design to practice.

Developed by the International Lactation Consultant Association (ILCA), Core Curriculum for Lactation Consultant Practice, Third Edition is the essential guide to prepare for International Board of Lactation Consultant Examiners (IBLCE) certification and practice as an International Board Certified Lactation Consultant (IBCLC). Based on the most current evidence base for practice, it includes four new chapters: * Normal Infant Behavior * Change Management * Developing and Managing a Hospital Lactation Service * Nutrition for the Breastfeeding Child New to this edition are figures of breast anatomy and infant suckling and sections on mentoring future lactation consultants, protecting against chronic disease for the lactating mother, and breastfeeding late preterm infants. Incorporated throughout is a new code of professional conduct for IBCLCs, updated photos, and references. Core Curriculum for Lactation Consultant Practice, Third Edition is the ultimate reference for the entire lactation professional's career from IBLCE certification through clinical practice.

Ce volume vise à initier, avec humour et rigueur, étudiants et chercheurs à l'analyse statistique appliquée aux sciences sociales. Le but est d'emmener le lecteur à pouvoir entreprendre l'analyse de données statistiques avec les logiciels d'analyse SPSS ou R de façon autonome (en fait, pas complètement autonome, puisqu'il faut quand même utiliser le manuel, mais nous digressons...). Ce manuel couvre les bases du traitement statistique fréquemment utilisé en sciences sociales: fondements de l'inférence statistique (estimation et tests d'hypothèses), statistiques descriptives, analyses préliminaires et un foisonnement fascinant de test d'hypothèses (tests t, analyse factorielle exploratoire, indices de fidélité, tests du khi carré, régression logistique et tests non paramétriques). Bourque et El Adlouni, professeurs bardés de diplômes à l'Université de Moncton, affirmaient récemment à propos de ce bouquin : « Il s'agit d'un ouvrage remarquable. Tout le monde devrait en posséder un exemplaire... » Comme ils ne sont presque aucunement biaisés, c'est tout dire, non ? Jimmy Bourque, Ph.D., est professeur à la Faculté des sciences de l'éducation de l'Université de Moncton, où il enseigne les cours de méthodes quantitatives de recherche et de statistique appliquée aux cycles supérieurs. Sinon, il passe le plus clair de son temps à pourchasser valeureusement la pseudoscience sur les réseaux sociaux. La victoire demeure évasive. Salah-Eddine El Adlouni, Ph.D., est professeur au département de mathématiques et statistique de l'Université de Moncton. Il est spécialiste de la théorie des valeurs extrêmes et des approches bayésiennes. Il est sérieux, lui...

Completely revised and updated, the Manual of Drug Safety and Pharmacovigilance, Second Edition is a how-to manual for those working in the fields of drug safety, clinical research, pharmaceutical, regulatory affairs, government and legal professions. This comprehensive and practical guide discusses the theory and the practicalities of drug safety (also known as pharmacovigilance) and side effects, as well as providing essential information on drug safety and regulations, including: recognizing, monitoring, reporting, and cataloging serious adverse drug reactions. The Manual of Drug Safety and Pharmacovigilance, Second Edition teaches the ins and outs of drug safety in the industry, hospitals, FDA, and other health agencies both in the US and around the world, and presents critical information about what is done when confronted with a drug safety problem.

In der Führungsforschung ist ein wiedererstarkendes Interesse an den Führungsstilen Aufgabenorientierung und Mitarbeiterorientierung zu beobachten. Das vorliegende Buch stellt einen zeitgemäßen Fragebogen zur Verfügung, um diese Konstrukte in messtheoretisch adäquater Form zu erfassen. Die Überprüfung des Fragebogens anhand mehrerer Stichproben unterschiedlicher Branchen erbrachte insgesamt zufriedenstellende bis sehr gute Reliabilitäts- und Validitätskoeffizienten. Das Messinstrument weist Zusammenhänge mit subjektiven und objektiven Validierungskriterien wie beispielsweise Mitarbeiterzufriedenheit und Fluktuation auf. Zusätzlich bestehen signifikante Korrelationen zu transaktionaler und transformationaler

Führung.

In today's managed-care environment, therapeutic techniques must be proven to be effective to be reimbursable. This comprehensive volume is written by leaders in the field and collects classic and emerging evidence-based and cognitive behavioral therapy treatments therapists can use when working with children and adolescents. Step-by-step instruction is provided for implementing the treatment protocol covered. In addition, a special section is included on therapist self-care, including empirically supported studies. For child and play therapists, as well school psychologists and school social workers.

More than 2 decades have passed since the 1990-1991 conflict in the Persian Gulf. During the intervening years, many Gulf War veterans have experienced various unexplained symptoms that many associate with service in the gulf region, but no specific exposure has been definitively associated with symptoms. Numerous researchers have described the pattern of signs and symptoms found in deployed Gulf War veterans and noted that they report unexplained symptoms at higher rates than nondeployed veterans or veterans deployed elsewhere during the same period. Gulf War veterans have consistently shown a higher level of morbidity than the nondeployed, in some cases with severe and debilitating consequences. However, efforts to define a unique illness or syndrome in Gulf War veterans have failed, as have attempts to develop a uniformly accepted case definition. Chronic Multisymptom Illness in Gulf War Veterans is a comprehensive review of the available scientific and medical literature regarding symptoms for chronic multisymptom illness (CMI) among the 1991 Gulf War Veterans. This report evaluates and summarizes the literature in an effort to identify appropriate terminology to use in referring to CMI in Gulf War Veterans. While the report does not recommend one specific case definition over another, Chronic Multisymptom Illness in Gulf War Veterans does recommend the consideration of two case definitions on the basis of their concordance with the evidence and their ability to identify specific symptoms commonly reported by Gulf War veterans. This report recommends that the Department of Veterans Affairs use the term Gulf War illness rather than CMI. The report recommends that that the Department of Veterans Affairs, to the extent possible, systematically assess existing data to identify additional features of Gulf War illness, such as onset, duration, severity, frequency of symptoms, and exclusionary criteria to produce a more robust case definition.

This book highlights major problems in the statistical analysis of compositions that have been known for over a century, as well as the corresponding solutions that have been put forward by specialists over the past 30 years. The basic assumptions of normality or multi-normality are pointed out and methods to test and achieve them are also covered. The conventional major and trace element geochemistry and modeling equations are discussed, and are followed by a more sophisticated multidimensional approach to data handling. The book's main focus is on the use of statistical techniques to facilitate data interpretation. It also highlights the classification (or nomenclature) and tectonic discrimination aspects for both igneous and sedimentary rocks. The book concludes by discussing computer programs that are helping pave the way from geochemistry to geochemometrics. Written by a leading expert in the area of geochemistry, it offers a valuable guide for students and professionals in the area.

The second edition of Evidence-Based Practice in Clinical Social Work continues to bridge the gap between social work research and clinical practice, presenting EBP as both an effective approach to social work and a broader social movement. Building on the models and insights outlined in the first edition, this new edition provides updated research and additional case studies addressing relevant issues such as trauma treatment and opioid dependence. Drawing on their multidisciplinary experience as practitioners, researchers, and educators, the authors guide readers through the steps of the EBP decision-making process in assessment, treatment planning, and evaluation. The book places special emphasis on balancing clinical expertise, research results, and client needs, and analyzes both the strengths and limitations of the EBP model in order to give readers a more complete idea of how the method will shape their own practice. In addition, this practice-building reference: Introduces core principles of EBP and details its processes in social work Features guidelines for engaging clients in EBP and transmitting research findings Offers a range of case examples demonstrating EBP with diverse clients Addresses education and supervision issues and related controversies Includes an expanded glossary and valuable resources for use in evidence-based practice Evidence-Based Practice in Clinical Social Work is a practical resource for clinical social work professionals and educators that broadens the field and expands the healing possibilities for the profession.

Reading Research is the ideal tool for anyone new to research or perhaps intimidated by the subject. Perfect for students or anyone with an interest in health sciences research, this easy-to-use, compact guide introduces the essential elements of research and helps to bridge the gap between investigation and practice. Used by thousands of students, Reading Research introduces the basic steps for understanding and assessing research articles, and shows how research results are ultimately incorporated into clinical practice. Written to address both qualitative and quantitative research, the authors' user-friendly approach provides advice on easier research access through clinical practice guidelines, meta-analysis and systematic reviews. A Canadian best-seller, Reading Research is the perfect companion for any student of nursing. "This book is essential reading for all nursing undergraduate students and is in essence a knowledge translation tool. . . I think that the universities in Atlantic Canada should be using this book as well." - Jennifer D., PhD student, New Brunswick, Canada. Concise overview of health sciences-related research. Beginner-level introduction of the basics of research, both qualitative and quantitative. Easy to read conversational style. Helpful, succinct tips. An accompanying web site provides up-to-date web links for relevant research projects and other research-related sites, and offers Reader's Companion Worksheets for download. Improved balance in coverage of qualitative and quantitative research. A new section on determining the quality of sources and academic rigor. A new section on clinical practice guidelines. A new glossary of terms. Reading research now discussed in terms of reading for both professional and personal interest.

A new edition of this practical guide for clinicians who are developing tools to measure subjective states, attitudes, or non-tangible outcomes in their patients, suitable for those who have no knowledge of statistics.

Pediatric intensivists, cardiologists, cardiac surgeons, and anesthesiologists from the leading centers around the world present the collaborative perspectives, concepts, and state-of-the-art knowledge required to care for children with congenital and acquired heart disease in the ICU. Their multidisciplinary approach encompasses every aspect of the relevant basic scientific principles, medical and pharmacologic treatments, and surgical techniques and equipment. From the extracardiac Fontan procedure, and the Ross procedure through new pharmacologic agents and the treatment of pulmonary hypertension to mechanical assist devices, heart and lung transplantation, and interventional cardiac catheterization—all of the developments that are affecting this rapidly advancing field are covered in depth. Employs well-documented tables, text boxes, and algorithms to make clinical

cal information easy to access. Features chapters each written and reviewed by intensivists, surgeons, and cardiologists. Integrates the authors' extensive experiences with state-of-the-art knowledge from the literature. Offers four completely new chapters: Cardiac Trauma, Congenital Heart Disease in the Adult, Congenitally Corrected Transposition of the Great Arteries, and Outcome Evaluation. Describes the basic pharmacology and clinical applications of all of the new pharmacologic agents. Details important refinements and developments in surgical techniques, including the Ross pulmonary autograft replacement of the aortic valve, video-assisted fluoroscopy, and the extracardiac Fontan connection, and discusses their indications and potential complications. Explores the latest advances in the treatment of pulmonary hypertension, new developments in mechanical assist devices, heart and lung transplantation, and interventional cardiac catheterization. Examines issues affecting adults with congenital heart disease.

Vital Statistics: an introduction to health science statistics e-book is a new Australian publication. This textbook draws on real world, health-related and local examples, with a broad appeal to the Health Sciences student. It demonstrates how an understanding of statistics is useful in the real world, as well as in statistics exams. Vital Statistics: an introduction to health science statistics e-book is a relatively easy-to-read book that will painlessly introduce or re-introduce you to the statistical basics before guiding you through more demanding statistical challenges. Written in recognition of Health Sciences courses which require knowledge of statistical literacy, this book guides the reader to an understanding of why, as well as how and when to use statistics. It explores: How data relates to information, and how information relates to knowledge How to use statistics to distinguish information from disinformation The importance of probability, in statistics and in life That inferential statistics allow us to infer from samples to populations, and how useful such inferences can be How to appropriately apply and interpret statistical measures of difference and association How qualitative and quantitative methods differ, and when it's appropriate to use each The special statistical needs of the health sciences, and some especially health science relevant statistics The vital importance of computers in the statistical analysis of data, and gives an overview of the most commonly used analyses Real-life local examples of health statistics are presented, e.g. A study conducted at the Department of Obstetrics and Gynecology, University of Utah School of Medicine, explored whether there might be a systematic bias affecting the results of genetic specimen tests, which could affect their generalizability. Reader-friendly writing style t-tests/ ANOVA family of inferential statistics all use variants of the same basic formula Learning Objectives at the start of each chapter and Quick Reference Summaries at the end of each chapter provide the reader with a scope of the content within each chapter.

PDQ Histology is a concise laboratory guide and handy study aid for Histology students. The text deals with the basics of the subject, presented in a clear, rational manner. The content covers the fundamentals and important features of microscopic recognition. It focuses the reader's attention on the main structural features found in standard sections taken from the student's slide box and emphasizes the particular combination of histological criteria that characterizes each section. It represents a mini-review of the distinctive microscope features that permit histological preparations of the various tissues and organs of the body to be correctly identified. PDQ Histology is the only introductory book on the subject that presents short selections of reliable tissue recognition criteria suitable for revision purposes.

Clearly - and often humorously - written, PDQ Public Health defines public health and covers the basic concepts of public health policy, including its history, local to international structure, and role in protecting human health. Concise, yet comprehensive, PDQ Public Health educates the reader in the history and evolution of the concepts and practices of public health on local, national, and international scales. Key concepts, such as communicable diseases, vectors, hosts, and environments, are defined; and how they and other factors interact to influence public health issues is described. The statistical tools that are used to determine risk and describe the interactions contributing to community health are presented. The authors also address the impact of population mobility, economic factors, government (law), and ethics, on the practice of public health. This is all done in an engaging style that aids the reader's comprehension of this complex subject.

This three-volume handbook describes the core competency areas in providing psychological services relevant to practitioners as well as clinical re-

searchers. It covers assessment and conceptualization of cases, the application of evidence-based methods, supervision, consultation, cross-cultural factors, and ethics.

This manual is for busy clinicians and managers. It can help to improve the quality of care by explaining how to apply guidelines in a wide variety of clinical settings. Case studies written by the protagonists themselves describe the experiences of using guidelines in treating a wide range of conditions in primary and secondary care. The final sections collate the lessons learnt from these examples and propose practical solutions that can be applied in everyday clinical care by doctors nurses professionals allied to medicine and healthcare managers.

This practical beginner-level introduction to health sciences research is ideal for both students and health professionals. It assumes the reader has little or no experience with analyzing published research, and provides guidelines for reading and understanding research articles, as well as information about important elements of published research (e.g., research methods, common terminology, data analysis and results). The book also briefly discusses how research results can be used and applied to practice. Concise overview of health sciences-related research - a fast read for students looking to maximize study time Easy-to-read conversational style - simplified style encourages students Helpful, succinct tips - useful, practical advice for those who are new to the subject An accompanying website provides up-to-date links for relevant research projects and other research-related sites, and offers Reader's Companion Worksheets Expanded Chapters 2 and 3 now include more on mixed method research New information about systematic reviews including an example of how to read a forest plot Descriptive and interpretive phenomenology is explained. NEW: Includes brief discussion about using social media to find research NEW: Interactive forms on accompanying website

The third edition of this invaluable text reflects significant changes driving curriculum development and renewal throughout medical education. Based on a proven six-step model and including examples and questions to guide application of those timeless principles, Curriculum Development for Medical Education is a practical guidebook for all faculty members and administrators responsible for the educational experiences of medical students, residents, fellows, and clinical practitioners. Incorporating revisions driven by calls for reform and innovations in medical education that challenge established teaching models, the third edition includes an awareness of new accreditation standards and regulatory guidelines. The authors have expanded their discussion of survey methodology for needs assessment and stress the importance of writing competency-based goals and objectives that incorporate milestones, entrustable professional activities, and observable practice activities. With updated examples focusing on interprofessional education, collaborative practice, and educational technology, they describe educational strategies that incorporate the new science of learning. A completely new chapter presents the unique challenges of curriculum development for large, long, and integrated curricula.

Advancing Quantitative Methods in Second Language Research is the first hands-on guide to conducting advanced research methods in the fields of applied linguistics and second language studies. While a number of texts discuss basic quantitative research methodology, none focus exclusively on providing coverage of alternative advanced statistical procedures in second language studies from a practical approach. The text is bookended by discussions of these advanced procedures in the larger context of second language studies, debating their strengths, weaknesses, and potential for further research; the remaining chapters are how-to sections, each chapter following the same organization, on a wide variety of advanced research methods. By offering much-needed coverage on advanced statistical concepts and procedures, with an eye toward real-world implementation, Advancing Quantitative Methods in Second Language Research enhances the methodological repertoire of graduate students and researchers in applied linguistics and second language studies. For additional content, visit: <http://oak.ucc.nau.edu/ldp3/AQMSLR.html>

Based on the IBLCE exam blueprint, this updated resource allows aspiring and established lactation consultants to assess their knowledge, experience, and expertise in developing an effective study plan for certification. The Second Edition of this text, contributed to by Rebecca Mannel, Patricia J. Martins, and Marsha Walker, has been updated and is the perfect resource to study for the certification exam.