

Merck Veterinary Manual Iphone

Magic Medicine Killer Facebook Ads Veterinary Assisting Fundamentals & Applications Feminism and the Politics of Travel After the Enlightenment Exploring Business Why Brilliant People Believe Nonsense Humanocracy Marketing Strategy, Text and Cases Never Turn Your Back on an Angus Cow Tumor Diagnosis Manual Treatment and Care of the Geriatric Veterinary Patient Digital Health Trissel's Stability of Compounded Formulations Monitoring and Intervention for the Critically Ill Small Animal An Atlas of Animal Anatomy for Artists Merck Veterinary Manual Veterinary Dentistry Library as Safe Haven Gene Quantification Veterinary Dentistry Business Ethics Small Animal Cardiovascular Medicine Contemporary Strategy Analysis and Cases Mosby's Veterinary PDQ - E-Book Brewing and Craft Beer Zoobiquity Animal Behavior for Shelter Veterinarians and Staff The Mindful Medical Student Clinical Veterinary Advisor Innovation Project Management Large Animal Internal Medicine - E-Book Fitting Tack Veterinary Drug Handbook Small Animal Medical Differential Diagnosis E-Book The Merck Manual of Diagnosis and Therapy Business Transformation Strategies Ophthalmology in Military and Civilian Casualty Care Biomedical Informatics Skin-Related Neglected Tropical Diseases (Skin-NTDs): A New Challenge Compendium of Veterinary Products

Magic Medicine

Veterinary Assisting Fundamentals and Applications provides a well-rounded, complete approach to learning the skills required in the field of veterinary assisting. Beginning with basic skills such as veterinary medical terminology and office procedures, the book progresses to more advanced skills such as nursing care and radiology. There is a section on animal production and management covering companion animals, large animals, and exotic animals. Clinical scenarios are provided in each chapter to help demonstrate application of the skills to real world practice. Robust instructor support materials are also provided including an instructor's guide, presentations on PowerPoint, and a testbank. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Killer Facebook Ads

In a world of unrelenting change and unprecedented challenges, we need organizations that are resilient and daring. Unfortunately, most organizations, overburdened by bureaucracy, are sluggish and timid. In the age of upheaval, top-down power structures and rule-choked management systems are a liability. They crush creativity and stifle initiative. As leaders, employees, investors, and citizens, we deserve better. We need organizations that are bold, entrepreneurial, and as nimble as change itself. Hence this book. In Humanocracy, Gary Hamel and Michele Zanini make a passionate, data-driven argument for excising bureaucracy and replacing it with something better. Drawing on more than a decade of research and packed with practical examples, Humanocracy lays out a detailed blueprint for creating organizations that are as inspired and ingenious as the human beings inside them. Critical building blocks include: Motivation: Rallying colleagues to the challenge of busting bureaucracy Models: Leveraging the experience of

organizations that have profitably challenged the bureaucratic status quo
Mindsets: Escaping the industrial age thinking that frustrates progress
Mobilization: Activating a pro-change coalition to hack outmoded management systems and processes
Migration: Embedding the principles of humanocracy—ownership, markets, meritocracy, community, openness, experimentation, and paradox—in your organization's DNA
If you've finally run out of patience with bureaucratic bullshit . . . If you want to build an organization that can outrun change . . . If you're committed to giving every team member the chance to learn, grow, and contribute then this book's for you. Whatever your role or title, Humanocracy will show you how to launch an unstoppable movement to equip and empower everyone in your organization to be their best and to do their best. The ultimate prize: an organization that's fit for the future and fit for human beings.

Veterinary Assisting Fundamentals & Applications

For more than forty years, animal health professionals have turned to the Merck Veterinary Manual for integrated, concise and reliable veterinary information. Now this manual covering the diagnosis, treatment, and prevention of diseases of companion, food and zoo animals is available on an easy-to-use, fully searchable CD-ROM. The CD includes the full text of The Merck Veterinary Manual 8/e and has been enhanced with picture links featuring original anatomical artwork and numerous clinical and diagnostic illustrations, table links and quick search links that provide quick access to cross referenced text.

Feminism and the Politics of Travel After the Enlightenment

The world's most widely used medical reference is now better than ever! For its 19th Edition, the Merck Manual of Diagnosis and Therapy has been thoroughly updated and thoughtfully expanded, with more than 850 additional pages, 15 new chapters, over 300 new tables, and 56 new figures. Packed with essential information on diagnosing and treating medical disorders, this handy, compact guide was written by a team of clinicians for everyday use by medical professionals for delivery of the best care to their patients. Designed for maximum clinical utility, the new Merck Manual of Diagnosis and Therapy 19th edition makes it easy to find the right information, right when it is needed. It is a must-have for medical students, residents, practicing physicians, nurses, and allied health professionals. Free 1-year Mobile App Access when you purchase the printed manual. The Skyscape mobile version, available for Blackberry® and Android™ devices, the iPhone® and Windows Mobile® phones, and other popular platforms, uses technology to transform the answers found in The Merck Manual into action.

Exploring Business

Large Animal Internal Medicine, 4th Edition features a problem-based approach with discussions of over 150 clinical signs. This is the first internal medicine reference that enables you to efficiently diagnose horses, cattle, sheep, and goats based on clinical observation and laboratory and diagnostic testing. With this user-friendly format, you can find essential information about specific diseases and reach a diagnosis by simply identifying the signs. A unique problem-based

approach with discussions of over 150 clinical signs and manifestations helps you quickly reach a diagnosis based on observations and laboratory tests. Causes of Presenting Signs boxes provide easy access to complete lists of common, less common, and uncommon diseases associated with manifestations or signs of disease. Complete lists of diseases associated with a given lab abnormality in Causes of Abnormal Laboratory Values boxes help you easily interpret abnormalities in clinical chemistry, hematology, blood proteins, and clotting tests. An expert team of over 180 authors contributing information in their areas of expertise ensures you are using the most accurate and up-to-date information available. Color plates accompanying Diseases of the Eye and Diseases of the Alimentary Tract enable you to visually recognize the clinical appearance of ophthalmologic conditions and alimentary tract disorders for quick and easy diagnosis and treatment. Six all-new chapters provide in-depth coverage of diagnostic testing, critical care and fluid therapy, biosecurity and infection control, and genetic disorders.

Why Brilliant People Believe Nonsense

Animal Behavior for Shelter Veterinarians and Staff presents and evaluates the available research and programs that address both animal and human behaviors associated with the intake, management and rehoming of dog and cats. Introductions to dog and cat behavior relevant to any animal professional Reviews behavioral reasons for the relinquishment of dogs and cats Describes intake and assessment protocol, shelter design, training and enrichment programs that reduce stress and enhance behavioral well-being Concepts to improve the adoption process and support the human-animal bond post-adoption

Humanocracy

Marketing Strategy, Text and Cases

Treatment and Care of the Geriatric Veterinary Patient offers veterinarians a complete guide to treating and managing geriatric canine and feline patients. Offers practical guidance on managing all aspects of veterinary care in geriatric pets Takes a holistic approach to managing the geriatric patient, from common diseases and quality of life to hospice, euthanasia, client communications, and business management Focuses on dogs and cats, with a chapter covering common exotic animals Provides clinically oriented advice for ensuring quality of life for older pets Includes access to a companion website with videos, client education handouts, and images

Never Turn Your Back on an Angus Cow

This is a Pageburst digital textbook; No other quick reference comes close in covering the diagnosis and treatment of hundreds of diseases in dogs and cats. Etienne Cote's Clinical Veterinary Advisor: Dogs and Cats, 2nd Edition is like six books in one -- with concise topics within sections on diseases and disorders, procedures and techniques, differential diagnosis, laboratory tests, clinical

algorithms, and a drug formulary. Revised from cover to cover, this edition includes dozens of new topics. It also includes free access to a fully searchable companion website featuring an electronic version of the text, all of the book's images, a searchable drug formulary, and 150 Client Education Sheets in both English and Spanish. Section I: Diseases and Disorders provides at-a-glance coverage of nearly 800 common medical problems, arranged alphabetically for immediate access. Entries include a definition, synonyms, epidemiology, clinical presentation, etiology and pathophysiology, differential diagnosis, workup, treatment, prognosis and outcome, plus pearls and considerations. Concise descriptions simplify diagnosis and treatment. Section II: Procedures and Techniques offers illustrated, step-by-step instructions for understanding and performing 111 important clinical procedures. Section III: Differential Diagnosis displays nearly every possible cause for 260 different clinical disorders. Section IV: Laboratory Tests summarizes essential information needed for interpreting more than 150 lab tests. Section V: Clinical Algorithms provides decision trees for the diagnostic and therapeutic decision-making processes involved in managing 91 of the most common clinical conditions/disorders. Section VI: Drug Formulary is a compilation of dosages and other relevant information for more than 300 new and current medications. 410 illustrations and photographs depict disease processes and related concepts. A companion website includes the complete text of the book in a fully searchable format, allowing quick access to information, and all of the book's images. It also includes 150 Client Education Sheets, each available in both English and Spanish. Clinical guidance added to diseases and disorders chapters helps you select appropriate tests and treatments for each case. 50 new client "how-to" handouts are added for a total of 150 client education sheets, helping to improve outcomes by informing clients. Technician Tips are inserted throughout nearly 800 diseases and disorders, providing specialized information for veterinary technicians. Enhanced electronic image collection on the companion website includes color images and additional figures not found in the text.

Tumor Diagnosis Manual

Enlarged edition of a classic reference features clear directions for drawing horses, dogs, cats, lions, cattle, deer, and other creatures. Covers muscles, skeleton, and full external views. 288 illustrations.

Treatment and Care of the Geriatric Veterinary Patient

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

Digital Health

Expert Facebook advertising techniques you won't find anywhere else! Facebook has exploded to a community of more than half a billion people around the world, making it a deliciously fertile playground for marketers on the cutting edge. Whether you want to leverage Facebook Ads to generate "Likes," promote events, sell products, market applications, deploy next-gen PR, this unique guide is the ultimate resource on Facebook's wildly successful pay-per-click advertising platform. Featuring clever workarounds, unprecedented tricks, and little-known tips for triumphant Facebook advertising, it's a must-have on the online marketer's bookshelf. Facebook advertising expert Marty Weintraub shares undocumented how-to advice on everything from targeting methods, advanced advertising techniques, writing compelling ads, launching a campaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips & tactics that span the gambit. Learn what Facebook ads are good for, how to set goals, and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook's social graph. Zero in on relevant customers now. Get extraordinary advice for using each available ad element—headline, body text, images, logos, etc.—for maximum effect. How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques. Essential metrics and reporting considerations. Captivating case studies drawn from the author's extensive Facebook advertising experience, highlighting lessons from challenges and successes. Tasty bonus: a robust targeting appendix jam-packed with amazing targeting combos. Packed with hands-on tutorials and expert-level techniques and tactics for executing an effective advertising campaign, this one-of-a-kind book is sure to help you develop, implement, measure, and maintain successful Facebook ad campaigns.

Trissel's Stability of Compounded Formulations

The passing of time reveals much expert opinion to be nonsense. How can we evaluate expert opinion and learn to think for ourselves? "In the midst of an information explosion, we face a wisdom deficit," notes author J. Steve Miller. This book, in a remarkably accessible and entertaining way, equips readers to think more clearly, innovate more creatively, see through the deceptions of clever advertisers and salesmen, simplify complex and convoluted arguments, manage life's decisions with more confidence, and express convictions more powerfully. This book is designed to be read by all individuals interested in learning critical and creative thinking skills. It can also be used as a text targeting high school seniors and college freshmen. An accompanying website offers free lesson plans and teaching tips.

Monitoring and Intervention for the Critically Ill Small Animal

The Compendium of Veterinary Products offers a complete list of over 4,700 pharmaceutical, biological, diagnostic, and pesticide products that are currently available, as well as handy cross-references and reader-friendly charts. You will find color-coded sections for quick reference; convenient product index; complete product monographs; complete index of 240 manufacturers and distributors with alphabetical listing of their products by trade name; withdrawal time charts including product, manufacturer, species and route of administration and biological charts grouped by species and delineated by their antigens.

An Atlas of Animal Anatomy for Artists

Actionable tools, processes and metrics for successfully managing innovation projects Conventional project management methods are oftentimes insufficient for managing innovation projects. Innovation is lost under the pre-determined scope and forecasted environments of traditional project management. There is tremendous pressure on organizations to innovate, and the project managers responsible for managing these innovation projects do not have the training or tools to do their jobs effectively. Innovation Project Management provides the tools, insights, and metrics needed to successfully manage innovation projects—helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture. There are several kinds of innovation—ranging from incremental changes to existing products to wholly original processes that emerge from market-disrupting new technology—that possess different characteristics and often require different tools. Best-selling author and project management expert Harold Kerzner integrates innovation, project management, and strategic planning to offer students and practicing professionals the essential tools and processes to analyze innovation from all sides. Innovation Project Management deconstructs traditional project management methods and explains why and how innovation projects should be managed differently. This invaluable resource: Provides practical advice and actionable tools for effectively managing innovation projects Offers value-based project management metrics and guidance on how to establish a metrics management program Shares exclusive insights from project managers at world-class organizations such as Airbus, Boeing, Hitachi, IBM, and Siemens on how they manage innovation projects Explores a variety of types of innovation including co-creation, value-driven, agile, open versus closed, and more Instructors have access to PowerPoint lecture slides by chapter through the book's companion website Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects is an essential text for professional project managers, corporate managers, innovation team members, as well as students in project management, innovation and entrepreneurship programs.

Merck Veterinary Manual

Cardiology is a rapidly growing specialty in veterinary medicine. SMALL ANIMAL CARDIOVASCULAR MEDICINE provides a comprehensive, illustrated explanation of anatomy, physiology, assessment, diagnosis and management of small animal cardiovascular health. An overview of pathophysiology and pharmacotherapy aids practitioners in identifying clinical abnormalities, determining the significance of the problem, determining treatment, and understanding the unresponsive patient. This book is an excellent resource for small animal veterinarians who need to know about the latest techniques in treating congenital and acquired cardiovascular problems. * Presents a comprehensive treatment of cardiovascular problems in dogs and cats. * Promotes better understanding of problems by presenting thorough anatomy and physiology, pathophysiology, and pertinent discussions of pharmacokinetics. * Incorporates systematic assessment guidelines, including history, physical exam, and the latest diagnostic tests. * Provides a unique classification system for categorizing disease by functional alteration. * Offers over 770 photos and illustrations to help explain complex principles. * Features over

150 4-color illustrations on four 8-page inserts covering gross anatomy and state-of-the-art Doppler flow echocardiographic images.

Veterinary Dentistry

The star of *The Incredible Dr. Pol* shares his amusing, and often poignant, tales from his four decades as a vet in rural Michigan. Dr. Jan Pol is not your typical veterinarian. Born and raised in the Netherlands on a dairy farm, he is the star of Nat Geo Wild's hit show *The Incredible Dr. Pol* and has been treating animals in rural Michigan since the 1970s. Dr. Pol's more than 20,000 patients have ranged from white mice to 2600-pound horses and everything in between. From the time he was twelve years old and helped deliver a litter of piglets on his family's farm to the incredible moments captured on his hit TV show, Dr. Pol has amassed a wealth of stories of what it's like caring for this menagerie of animals. He shares his own story of growing up surrounded by animals, training to be a vet in the Netherlands, and moving to Michigan to open his first practice in a pre-fab house. He has established himself as an empathetic yet no-nonsense vet who isn't afraid to make the difficult decisions in order to do what's best for his patients—and their hard-working owners. A sick pet can bring heartache, but a sick cow or horse could threaten the very livelihood of a farmer whose modest profits are dependent on healthy livestock. Reminiscent of the classic books of James Herriot, *Never Turn Your Back on an Angus Cow* is a charming, fascinating, and funny memoir that will delight animal lovers everywhere.

Library as Safe Haven

Small Animal Medical Differential Diagnosis, 2nd Edition is a practical, concise guide to the differential diagnosis, etiology, laboratory abnormalities, and classification of clinical signs and medical disorders in dogs and cats. By covering nearly every possible sign and clinical disorder relevant to small animal medical practice, this pocket-sized, rapid reference helps you make more reliable on-the-scene decisions. More than 400 lists bring the most important medical diagnostic information from multiple resources into a single rapid reference. An organized presentation of differential diagnoses by sign and symptom, disorder, and body system, facilitates quick and flexible access to information at many stages of the diagnostic work-up. Alphabetical listing of all relevant laboratory tests makes information easy to find for students and experienced practitioners alike. Easily identify the likeliest diagnosis by reviewing the possibilities listed in order of incidence. Pocket-sized for portability, practicality, and quick reference. **NEW!** Coverage of new disorders and syndromes expands the span of differential diagnoses to help you effectively evaluate more signs and symptoms. **NEW!** Addition of new and more widely used diagnostic and laboratory tests keeps you up-to-date as lab tests become more specialized and sophisticated.

Gene Quantification

"Cody Johnson beautifully balances historical knowledge with cutting-edge science to produce a thoroughly enjoyable and enlightening read which paints a holistic picture of the risks and benefits of psychedelic use in modern day medicine and

culture.” —Rick Doblin, PhD, Founder and Executive Director of the Multidisciplinary Association for Psychedelic Studies (MAPS). *Magic Medicine* explores the fascinating history of psychedelic substances and provides a contemporary update about their growing inclusion in modern medicine, science, and culture. Each chapter dives into the rich history of a single plant or compound and explores its therapeutic and spiritual uses in cultures near and far. Firsthand quotes allow glimmers of psychedelic light throughout. Learn all about: Classical psychedelics, including 2C-B, ayahuasca, LSD, and peyote The empathogenic psychedelics MDA and MDMA Dissociative psychedelics, including DXM, ketamine, and salvia Unique psychedelics, including cannabis, DiPT, and even fish and sea sponges The history of psychedelic plants and substances is full of colorful facts and stories, and intriguing questions. Did US Army Intelligence really use LSD as an enhanced military interrogation technique? How is DiPT able to make a familiar tune sound utterly foreign? Can MDMA (Ecstasy) help people overcome traumatic experiences? Many psychedelic plants and substances have a long history of being incorporated into various healing traditions—such as cannabis and opium in Traditional Chinese Medicine. Science is beginning to research what traditional cultures have told us for years: psychedelics have transformative healing properties. Anyone who has ever wondered about psychedelics—from complete neophytes to veteran trippers, seekers and sages to skeptics and scientists, therapists and patients to green thumbs and armchair anthropologists—will find something in this engrossing and beautifully designed book.

Veterinary Dentistry

This book is a printed edition of the Special Issue Skin-Related Neglected Tropical Diseases (Skin-NTDs)—A New Challenge that was published in *TropicalMed*

Business Ethics

Beer is a beverage with more than 8000 years of history, and the process of brewing has not changed much over the centuries. However, important technical advances have allowed us to produce beer in a more sophisticated and efficient way. The proliferation of specialty hop varieties has been behind the popularity of craft beers seen in the past few years around the world. Craft brewers interpret historic beer with unique styles. Craft beers are undergoing an unprecedented period of growth, and more than 150 beer styles are currently recognized.

Small Animal Cardiovascular Medicine

Geneticists and molecular biologists have been interested in quantifying genes and their products for many years and for various reasons (Bishop, 1974). Early molecular methods were based on molecular hybridization, and were devised shortly after Marmur and Doty (1961) first showed that denaturation of the double helix could be reversed - that the process of molecular reassociation was exquisitely sequence dependent. Gillespie and Spiegelman (1965) developed a way of using the method to titrate the number of copies of a probe within a target sequence in which the target sequence was fixed to a membrane support prior to hybridization with the probe - typically a RNA. Thus, this was a precursor to many

of the methods still in use, and indeed under development, today. Early examples of the application of these methods included the measurement of the copy numbers in gene families such as the ribosomal genes and the immunoglobulin family. Amplification of genes in tumors and in response to drug treatment was discovered by this method. In the same period, methods were invented for estimating gene numbers based on the kinetics of the reassociation process - the so-called Cot analysis. This method, which exploits the dependence of the rate of reassociation on the concentration of the two strands, revealed the presence of repeated sequences in the DNA of higher eukaryotes (Britten and Kohne, 1968). An adaptation to RNA, Rn analysis (Melli and Bishop, 1969), was used to measure the abundance of RNAs in a mixed population.

Contemporary Strategy Analysis and Cases

NEW! Combined Text & Cases Version Considered by many to be the best textbook on Strategy, Contemporary Strategy Analysis 7th edition builds on the strengths of previous editions by introducing students to the core concepts and principles of strategy. In this most accessible strategy text, Robert M. Grant combines clarity of exposition with concentration on the fundamentals of value creation and an emphasis on practicality. In this seventh edition, a greater focus on strategy implementation reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. Rob Grant eloquently combines theory with current real world examples and practice using a clearly written, logical and comprehensive style. Contemporary Strategy Analysis 7th edition is suitable for both MBA and advanced undergraduate students. Full teachings notes to the cases will be available upon publication at the companion website www.contemporarystrategyanalysis.com Contemporary Strategy Analysis 7th Edition is also available in a text only version - ISBN: 9780470747100

Mosby's Veterinary PDQ - E-Book

The essential primer on surviving the rigors of medical school--and thriving there--through the application of self-knowledge, self-care, and self-control

Brewing and Craft Beer

This is a Pageburst digital textbook; the product description may vary from the print textbook. Veterinary Dentistry covers all aspects of dentistry with emphasis on procedures and the technician's role. Progressing from simple to complex topics, the book presents dental procedures first, with chapters on oral examinations, instruments, safety, and anesthesia, then progresses to procedures such as endodontics. The book concludes with two interesting chapters on marketing veterinary dentistry and commonly asked client questions, replete with acceptable technician responses.

Zoobiquity

This book presents a comprehensive state-of-the-art approach to digital health

technologies and practices within the broad confines of healthcare practices. It provides a canvas to discuss emerging digital health solutions, propelled by the ubiquitous availability of miniaturized, personalized devices and affordable, easy to use wearable sensors, and innovative technologies like 3D printing, virtual and augmented reality and driverless robots and vehicles including drones. One of the most significant promises the digital health solutions hold is to keep us healthier for longer, even with limited resources, while truly scaling the delivery of healthcare. *Digital Health: Scaling Healthcare to the World* addresses the emerging trends and enabling technologies contributing to technological advances in healthcare practice in the 21st Century. These areas include generic topics such as mobile health and telemedicine, as well as specific concepts such as social media for health, wearables and quantified-self trends. Also covered are the psychological models leveraged in design of solutions to persuade us to follow some recommended actions, then the design and educational facets of the proposed innovations, as well as ethics, privacy, security, and liability aspects influencing its acceptance. Furthermore, sections on economic aspects of the proposed innovations are included, analyzing the potential business models and entrepreneurship opportunities in the domain.

Animal Behavior for Shelter Veterinarians and Staff

The Mindful Medical Student

Clinical Veterinary Advisor

Trauma to the eye and associated structures account for a significant number of combat-related injuries, and combat ocular trauma has steadily risen in frequency over the last century. *Ophthalmology in Military and Civilian Casualty Care* comprehensively examines the accommodations and modifications that must be made in order to treat such ocular traumas in a military setting. Created by ophthalmology experts actively serving in the military at various levels, this book is designed to improve ophthalmic casualty outcomes across military settings. A history of military ophthalmology serves as the opening chapter, setting the stage for subsequent chapters examining the intricacies and advancements of damage control ophthalmology, prehospital care of combat eye injuries, neuro-ophthalmic manifestations of trauma, and further severe ocular conditions. Later chapters explore the preventative and proactive efforts to reduce and treat combat-related ocular trauma by developing “eye armor” for the American infantry and military-affiliated ophthalmic surgical missions. Complete with high-quality color illustrations and figures, this unique book will serve as an invaluable, practical reference for military physicians, military ophthalmologists, ophthalmology professors, residents, and fellows interested in combat medicine and eye trauma.

Innovation Project Management

A guide to correct and comfortable tack fitting, with advice on common problems and how to avoid them.

Large Animal Internal Medicine - E-Book

The practice of modern medicine and biomedical research requires sophisticated information technologies with which to manage patient information, plan diagnostic procedures, interpret laboratory results, and carry out investigations. Biomedical Informatics provides both a conceptual framework and a practical inspiration for this swiftly emerging scientific discipline at the intersection of computer science, decision science, information science, cognitive science, and biomedicine. Now revised and in its third edition, this text meets the growing demand by practitioners, researchers, and students for a comprehensive introduction to key topics in the field. Authored by leaders in medical informatics and extensively tested in their courses, the chapters in this volume constitute an effective textbook for students of medical informatics and its areas of application. The book is also a useful reference work for individual readers needing to understand the role that computers can play in the provision of clinical services and the pursuit of biological questions. The volume is organized so as first to explain basic concepts and then to illustrate them with specific systems and technologies.

Fitting Tack

Taking the Enlightenment and the feminist tradition to which it gave rise as its historical and philosophical coordinates, *Feminism and the Politics of Travel After the Enlightenment* explores the coincidence of feminist vindications and travel in the late eighteenth and nineteenth centuries, the way travel's utopian dimension and feminism's utopian ideals have intermittently fed off each other in productive ways. Travel's gender politics is analyzed in the works of J.-J. Rousseau, Mary Wollstonecraft, Stéphanie-Félicité de Genlis, Germaine de Staël, Frances Burney, Flora Tristan, Suzanne Voilquin, Gustave Flaubert, George Sand, Robyn Davidson, and Sara Wheeler.

Veterinary Drug Handbook

The fourth edition of Donald Plumb's "Veterinary Drug Handbook" remains the resource every veterinarian needs within reach. This one-volume comprehensive coverage of the systemic drugs used in veterinary medicine and an extensive appendix makes it an essential tool.

Small Animal Medical Differential Diagnosis E-Book

Libraries have always played a special role in times of disaster by continuing to provide crucial information and services.

The Merck Manual of Diagnosis and Therapy

The only book that provides a single compilation of all currently available stability information on drugs in compounded oral, enteral, topical, and ophthalmic formulations. Based on data published over the past 40 years, the reference summarizes specific formulations and stability studies. The book assist readers in

determining whether formulated compounds will be stable for the anticipated duration of use, how to properly store and repackage compounded formulations, how to formulate in accordance with documented standards, and counseling patients on the use and storage of compounded medications. The second edition thoroughly updates monographs on 280 products, and includes 674 references from the worldwide literature.

Business Transformation Strategies

No veterinary technician should be without this pocket-sized reference! Ideal for the clinical setting, Mosby's Veterinary PDQ, 2nd Edition provides quick access to hundreds of veterinary medicine facts, formulas, lab values, and procedures. Coverage includes key topics such as pharmacology, math, animal care, common diseases, diagnostic procedures, imaging techniques, parasite identification, urinalysis, blood tests, and other lab work. This full-color, practical guide makes it easy to find the information that is most useful in practice! Easy-to-read charts and tables provide quick access to key information that is commonly used but rarely memorized. Valuable formulas, conversions, and lab values make it easy to look up the data needed to deliver safe and effective veterinary care. Quick-access format is organized into 10 tabbed, color-coded sections, and makes it easy to find facts quickly. Full-color photos and line drawings illustrate procedures and tests, dental and surgical instruments, parasites, and urine and blood analysis. Compact size easily fits in the busy vet tech's pocket. Spiral binding allows you to lay the book flat or keep it open to a page that is commonly referred to. Durable pages can endure the wear and tear of the clinical setting, and may be easily wiped clean. NEW step-by-step procedures include blood collection and injection techniques. NEW drug information covers the newest pharmacologic agents, ensuring you are up to date with uses, adverse side effects, and dosage forms. Coverage of NEW test kits describes the newest testing products available. Increased coverage of capnography and monitoring of patients under anesthesia provides information on these key topics. Added photos of cells and urine sediment show urinalysis and fecal examinations, which are both routinely performed.

Ophthalmology in Military and Civilian Casualty Care

Monitoring and Intervention for the Critically Ill Small Animal: The Rule of 20 offers guidance for assessing the patient, interpreting diagnostic test results, and selecting appropriate monitoring procedures. Based on Rebecca Kirby's time-tested Rule of 20, with a chapter devoted to each item on the checklist Provides comprehensive guidance for monitoring a critically ill small animal patient Emphasizes the interplay of each parameter with one another Designed for fast access on the clinic floor, with potentially life-saving ideas, tips, lists and procedures Presents tables, schematics, algorithms, and drawings for quick reference

Biomedical Informatics

Engaging science writing that bravely approaches a new frontier in medical science and offers a whole new way of looking at the deep kinship between animals and

human beings. Zoobiquity: a species-spanning approach to medicine bringing doctors and veterinarians together to improve the health of all species and their habitats. In the tradition of Temple Grandin, Oliver Sacks, and Neil Shubin, this is a remarkable narrative science book arguing that animal and human commonality can be used to diagnose, treat, and ultimately heal human patients. Through case studies of various species--human and animal kind alike--the authors reveal that a cross-species approach to medicine makes us not only better able to treat psychological and medical conditions but helps us understand our deep connection to other species with whom we share much more than just a planet. This revelatory book reaches across many disciplines--evolution, anthropology, sociology, biology, cutting-edge medicine and zoology--providing fascinating insights into the connection between animals and humans and what animals can teach us about the human body and mind.

Skin-Related Neglected Tropical Diseases (Skin-NTDs): A New Challenge

Compendium of Veterinary Products

Thoroughly revised and updated, *MARKETING STRATEGY*, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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