

Slajd 1



Good afternoon

Pandemic hasn't stopped publication of new titles, therefore I've prepared for you overview of the new titles and new editions from Medicine and Sport.

## Slajd 2



As you know Jacek Lewinson is cooperating with many Publishers. Today I present to you offer from three of them:  
Kluwer Health (formerly named Lippincott William and Wilkins, Thieme and Human Kinetics).




Let's start with Wolters Kluwer Health.

WKH has got strong position with Medical Practice titles, especially in Orthopaedics, Anaesthesiology or Oncology. Cancer by DeVita, Clinical Anesthesia by Barash or Rockwood Fractures by Tornetta are like bible for specialists.

For us WKH is number one for Medical textbooks, the bestselling titles are: Moore: Clinically Oriented Anatomy, Rohen: Atlas of Anatomy, Langman's Medical Embryology by Sadler and Histology by Ross.

I've chosen for you a few key titles where we see the biggest sale potential


Jacek Lewinson



## Understanding Coronavirus Disease 2019 (COVID-19)

ISBN: 9781975170707	Form: Chart, laminated	Pub date: 2020-07-22
Edition: 1	Price: GBP 17.99	Pages:
Publisher: Wolters Kluwer Health (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Medical charts, colour atlases, MEDICAL / Diseases, MEDICAL /

- Illustrations and text show how the virus spreads and areas of the body that are affected.
- Prevention precautions based on Centers for Disease Control and Prevention (CDC)

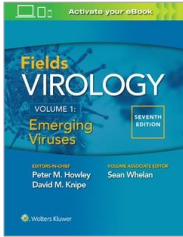


Publishers' Representative Central/Eastern Europe

To meet the current need, Anatomical Chart Company offers „Understanding Coronavirus Disease) chart. It is laminated chart priced at 17.99 GBP. Charts shows how the virus spreads, which body areas are affected and how to prevent the spreading. The preventions rules are based on American Centres for Disease Control and Prevention recommendations

Last year we had a special price offer for some ACC titles. We are planning to repeat it. I send you more details soon.

Jacek Lewinson




## Fields Virology Volume 1: Emerging Viruses

Peter M. Howley, David M. Knipe, Sean Whelan,

ISBN: 9781975112547	Form: Hardback	Pub date: 2020-04-17
Edition: 7	Price: GBP 102.00	Pages: 1256
Publisher: Wolters Kluwer Health (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Infectious & contagious diseases, MEDICAL / Infectious Disea

- Now in four volumes, **next volumes in preparation**
- Provides quick, flexible access to current information both in print and in an improved eBook format, searchable across all volumes.
- Discusses virus structure, virus entry, replication, and assembly, virus-host cell interactions, host immune responses and vaccines, antiviral therapeutics, virus evolution and immunization.



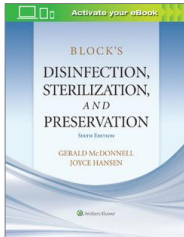
Publishers' Representative Central/Eastern Europe

Let's stay with pandemic topic. We have new edition of Fields Virology. Please note that new edition consist of four volume which are sold separately.

At the moment volume 1: Emerging Viruses has been published, the other three volumes are scheduled for 2021. Emerging Viruses has been updated with new and fully revised chapters. The book discuss many aspects of virology like the virus structure, virus entry, replication, host immune responses. It features over 500 full-colour illustrations and key figures which can be used as lecture slides.

Print book is bundled with eBook. Ebook will be regularly updated with the newest research results.

Jacek Lewinson




## Block's Disinfection, Sterilization, and Preservation

### Gerald McDonnell

ISBN: 9781496381491	Form: Hardback	Pub date: 2020-08-20
Edition: 6	Price: GBP 173.00	Pages: 1480
Publisher: Wolters Kluwer Health (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Infectious & contagious diseases, MEDICAL / Infectious Disea

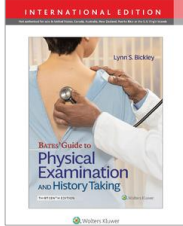
- Discusses new understandings of microbes and how to manage them through disinfection and prevention.
- Content addresses chemical types of disinfectants/sterilants, physical disinfection/sterilization technologies, test methodologies, and more.



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I would like to recommend you the title Block's Disinfection, Sterilization and Preservation. It's a technical manual for anyone involved in physical and chemical disinfection and sterilization method. New editions has got more international editors and contributors, specialists from the field. The book focuses on disease prevention—rather than exterminations of microbes.

Ebooks access code provided with printed book.



Jacek Lewinson

## Bates' Guide To Physical Examination and History Taking,

**Lynn S Bickley**

ISBN: 9781975109912	Form: <b>Hardback</b>	Pub date: 2020-08-26
Edition: <b>13</b>	Price: <b>GBP 45.00</b>	Pages: <b>1072</b>
Publisher: <b>Wolters Kluwer Health (IL)</b>	Readership: <b>Professional and scholarly</b>	Language: <b>Eng</b>
Discipline: <b>Medical Science</b>	Category: <b>Medicine</b>	Subject: <b>Nursing, MEDICAL / Clinical Medicine, MEDICAL / Internal Medi</b>

- Expanded Unit 1 provides an overview of the components of the patient encounter and helps you ensure the most effective information-gathering and decision-making approaches.
- Expanded coverage of special populations like persons who identify as LGBTQ, persons with physical disabilities, and diverse populations throughout the life cycle.
- Restructured Regional Exam chapters enhance your understanding of overview material, examination techniques, and health promotion and counseling considerations.

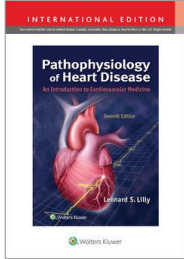
Publishers' Representative Central/Eastern Europe

13th edition of Bates Guide to Physical Examination and History Takings is already available in NBN stock.

New to this edition – extended unit 1 – which focus on the effective methods of gathering information. Moreover students learn the decision-making approach. Chapter about regional exam has been restricted. The photographs and illustrations has been updated. The coverage of special populations like persons who identify as LGBTQ or persons with physical disabilities has been extended.

This textbook is provides with access code to eBook. Also Heart and Breath Sounds are available with additional resources at ThePoint website.

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## Pathophysiology of Heart Disease: An Introduction to Cardiovascular Medicine

Leonard S. Lilly

ISBN: 9781975152178	Form: Paperback	Pub date: 2020-08-05
Edition: 7	Price: GBP 40.50	Pages: 480
Publisher: Wolters Kluwer Health (JK)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Cardiology, MEDICAL / Pathophysiology

- Full-color illustrations help readers visualize and quickly grasp key concepts.
- Medical imaging and color clinical photographs show real-world examples of many clinically relevant cardiovascular conditions.
- Introductory chapter outlines and end-of-chapter summaries provide organized, quick review of core information.
- Bonus online study tools: animations, interactive question bank



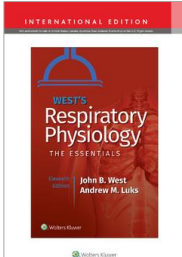
Publishers' Representative Central/Eastern Europe

Pathophysiology of Heart Disease by Lilly is recognized by lecturers as clear, complete and easy to read textbooks with great explanation of cardiovascular pathophysiology.

New edition has been revised by internationally recognized Harvard Medical School faculty and a team of select cardiology fellows and internal medicine residents. The content has been updated with the latest understanding of mechanisms of cardiac disease and technological advances. The review questions and answers have been added to each chapter. Book is supported with animations and interactive question bank available at ThePoint



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## West's Respiratory Physiology

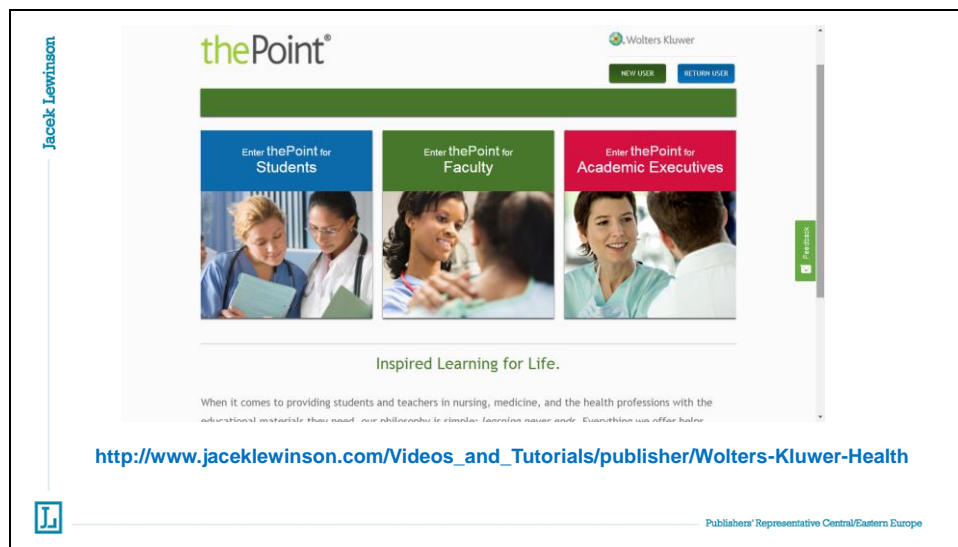
John B. West, Andrew M. Luks

ISBN: 9781975139261	Form: Paperback	Pub date: 2020-10-13
Edition: 11	Price: GBP 29.99	Pages: 232
Publisher: Wolters Kluwer Health	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Physiology

- Updated in many areas including blood-tissue gas exchange, mechanics, control of ventilation and the respiratory system under stress
- Clinical vignettes with questions emphasize how the physiology described can be applied to clinical situations, reinforcing reasoning and critical thinking.
- More than 100 USMLE-style multiple-choice questions with full explanations test reasoning skills for comprehension and exam preparation.


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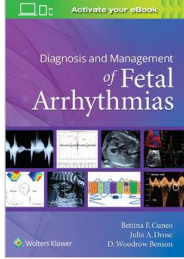
West's Respiratory Physiology: The Essentials is on the market for more than 40 years. It's an important textbook of the basics of respiratory physiology. The residents and fellows in pulmonary medicine use it as a quick review before the exams. New edition has been updated in many areas f.e. blood-tissues gas exchange or control of ventilation. The book includes more than 100 multiple-choice questions. Students have access to animations and interactive question bank at ThePoint.



LWW textbooks are supported with supplementary materials, there might be animations, audio and video materials, interactive questions bank. The resources vary from title to title. The list of resources can be found at [thepoint.lww.com](http://thepoint.lww.com)

Access code to student's resources is in the book, when the lecturers needs to contact publisher or me.

During the summer, we've prepared ThePoint guide. At the moment Polish, Russian and Slovak versions are available, English and Hungarian will be soon.




## Diagnosis and Management of Fetal Arrhythmias

**Bettina Cuneo, Julia Drose, D. Woodrow Benson**

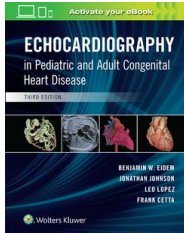
ISBN: 9781975122867	Form: Paperback	Pub date: 2020-09-01
Edition: 1	Price: GBP 117.00	Pages: 275
Publisher: Wolters Kluwer Health	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Gynaecology & obstetrics, MEDICAL / Gynecology & Obstetrics,

- The well-organized text with more than 400 full-color images and line drawings.
- Features an extensive library of more than 50 video case examples included with eBook.
- Provides expert, focused coverage of a key area for obstetricians and residents, maternal-fetal medicine fellows and attendings, obstetric sonographers, and pediatric cardiologists.


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WKH is developing their Medical Practice offer.

I would like to recommend you Diagnosis and Management of Fetal Arrhythmias. This book is exclusively dedicated to fetal arrhythmias. The book includes 400 full-colour images and line drawings. Moreover is bundled with ebook and more than 50 video case examples




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## Echocardiography in Pediatric and Adult Congenital Heart Disease

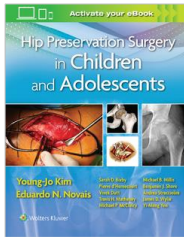
**Benjamin W. Eidem, Frank Cetta, Johnathan Johnson, L.Lopez**

ISBN: 9781496394019	Form: Hardback	Pub date: 2020-09-09
Edition: 3	Price: GBP 211.00	Pages: 800
Publisher: Wolters Kluwer Health (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Cardiovascular medicine, MEDICAL / Cardiology

- Covers the full range of congenital and acquired heart abnormalities as well as valve prostheses and the transplanted heart, providing state-of-the-art knowledge to assess challenging cardiac lesions and physiology.
- The full range of echo findings with more than 800 illustrations (most in full-color), more correlative anatomic images, numerous tables, and over 200 videos online


Publishers' Representative Central/Eastern Europe

**Echocardiography in Paediatric and Adult Congenital Heart Disease** has been fully updated and covers the current imaging approaches like Tissue Doppler, 3D echo, cardiac MRI and MR Angiography. It includes more than 800 illustrations most in full colour, the book is supported with access to over 200 videos.




## Hip Preservation Surgery in Children and Adolescents

**Young-Jo Kim, Eduardo Novais**

ISBN: 9781496397492	Form: <b>Hardback</b>	Pub date: <b>2020-09-15</b>
Edition: <b>1</b>	Price: <b>GBP 135.00</b>	Pages: <b>328</b>
Publisher: <b>Wolters Kluwer Health</b>	Readership: <b>Professional and scholarly</b>	Language: <b>Eng</b>
Discipline: <b>Medical Science</b>	Category: <b>Medicine</b>	Subject: <b>Orthopaedics &amp; fractures, MEDICAL / Orthopedics</b>

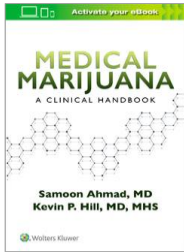
- Provides thorough guidance on diagnosis and treatment of infant hip dysplasia, including bony surgical procedures on the pelvis and acetabulum.
- Discusses adolescent femoroacetabular impingement and treatment to reduce hip pain and cartilage injury.
- Covers novel surgical techniques developed to improve bony abnormalities that can lead to hip osteoarthritis.
- Includes procedural videos from pediatric orthopaedic departments at Boston Children's Hospital.



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This book has been written by dr Young-Jo Kim and his team at Boston Children's Hospital. They are pioneers in the development of hip preservation techniques in children and adolescents with hip abnormalities and hip pain. Printed book is bundled with eversion and procedural videos from paediatric orthopaedic departments at Boston Children's Hospital.

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## Medical Marijuana: A Clinical Handbook

Samoon Ahmad, Kevin P. Hill

ISBN: 9781975141899	Form: Paperback	Pub date: 2020-09-09
Edition: 1	Price: GBP 53.00	Pages: 512
Publisher: Wolters Kluwer Health (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: Psychiatry, MEDICAL / Pharmacology, MEDICAL / Psychiatry


- Offers authoritative coverage from well-respected and trustworthy sources
- Organizes content by subspecialty, with chapters covering approved uses, side effects, interactions, potential benefits, and more.
- Includes information on historical and cultural perspectives, current state of legalization in the U.S.
- A companion website will offer clinicians additional and up-to-date information about cannabis.

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The overview of WKH titles I'm finishing with Medical Marijuana: A Clinical Handbook. This handbook summarizes what is currently known about the positive and negative health impacts of cannabis. It provides the detailed pharmacological profiles of both THC and CBD. The readers will learn about the history of cannabis and the current regulatory environment in the United States.


Print copy bundled with ebook and supported with companion website which will be regularly updated with the newest research results.


Jacek Lewinson



### WKH eBook for individual users

- pricing is based on the print book price and WKH is offering two options:
  - **one year online and download in perpetuity**
  - **one year online rental**
- eBook is available for end-user through Vital Source Bookshelf or Kortext platform
- Access code can be used by end user only
- Firm sale only – no right of return for access codes
- Order should be sent through our team





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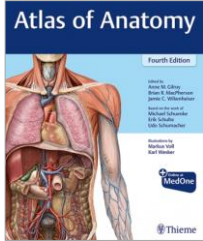
Some of you are already aware, that WKH titles – Education and Medical practice are available as ebooks for individual users. Access codes can be ordered via me or Karolina. In case of standard access the price of ebook is the same as printed book. If this offer might be interested for you customers, please get back to me after presentation.



Thieme is a major international medical publisher with over 130 years of experience. It's a market leader in Medicine in Germany, Austria and Switzerland.

Thieme is recognized among students who benefit from the high quality and didactic nature of Thieme textbooks and atlases. Thieme is a global leader in Neurosurgery, Otolaryngology and Plastic Surgery.






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## Atlas of Anatomy, 4e

**Anne M Gilroy, Brian R MacPherson, Jamie Wikenheiser, Michael Schuenke, Erik Schulte, Udo**

ISBN: 9781684202034	Form: <b>Paperback</b>	Pub date: <b>2020-06-25</b>
Edition: <b>4</b>	Price: <b>EUR 74.99</b>	Pages: <b>778</b>
Publisher: <b>Georg Thieme (JL)</b>	Readership: <b>Professional and scholarly</b>	Language: <b>Eng</b>
Discipline: <b>Medical Science</b>	Category: <b>Medicine</b>	Subject: <b>MEDICAL / Anatomy, MEDICAL / Atlases</b>

- Expanded Radiology sections include over 40 new radiographs, CTs, and MRIs NEW! A more dissectional approach to the head and neck region places neck anatomy before that of the head – the way most students dissect
- Additional images and tables detail the challenging anatomy of the peritoneal cavity, inguinal region, and infratemporal and pterygopalatine fossae
- Almost 30 new clinical boxes focus on function, pathology, diagnostic techniques, anatomic variation, and more

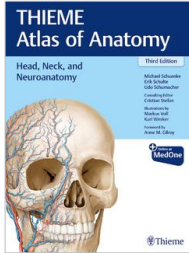
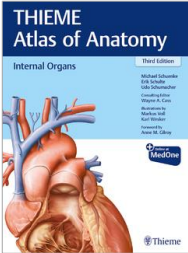
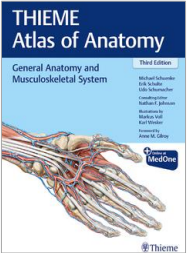

Publishers' Representative Central/Eastern Europe

Thieme Atlas of Anatomy 4<sup>th</sup> edition has been extended with over 120 illustrations. Radiology section has been updated and expanded with 40 new radiographs, CT's and MRs. New edition has got an innovative, user-friendly format: every topic is covered in two side-by-side pages.


The access to online images with "labels-on and labels-off and ebook is provided with printed book.

4th Edition with Latin Nomenclature is expected with the end of this year. I will provide you the details later on.

Jacek Lewinson

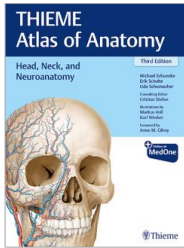
<b>Schuenke THIEME Atlas of Anatomy, Three Volume Set, 3e</b>	9781684204007	€ 174.99
Schuenke Head, Neck, and Neuroanatomy, 3e	9781626237223	€ 74.99
Schuenke Internal Organs, 3e	9781626237209	€ 69.99
Schuenke General Anatomy and Musculoskeletal System, 3e	9781626237186	€ 74.99


Publishers' Representative Central/Eastern Europe

We have a new edition of Thieme Atlas of Anatomy, English Nomenclature. Please note that the set of three volumes at lower price is available. This set is not offer for Amazon or other big wholesaler

All volumes includes complimentary access to a digital copy via <https://medone.thieme.com>.

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## Head, Neck, and Neuroanatomy (THIEME Atlas of Anatomy)

**Michael Schuenke, Erik Schulte, Udo Schumacher,  
Cristian Stefan**

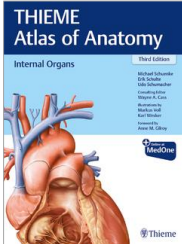
ISBN: 9781626237223	Form: Paperback	Pub date: 2020-05-15
Edition: 3	Price: EUR 74,99	Pages: 592
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Anatomy, MEDICAL / Atlases

- Nearly 1,800 images including extraordinarily realistic illustrations by Markus Voll and Karl Wesker, photographs, diagrams, tables, and succinct clinical applications make this the perfect study and teaching resource
- Expanded clinical references include illustrated summary tables and synopses of motor and sensory pathways
- Neuroanatomy additions include an in-depth overview and content focused on functional circuitry and pathways



Publishers' Representative Central/Eastern Europe

The new edition of Thieme Atlas of Anatomy: Head, Neck and Neuroanatomy, has been expanded with hundreds of new images. The neuroanatomy content has been significantly updated. This visually stunning atlas is an essential companion for medical students or residents interested in pursuing head and neck subspecialties




Jacek Lewinson

## Internal Organs (THIEME Atlas of Anatomy)

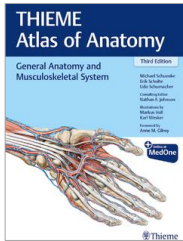
**Michael Schuenke, Erik Schulte, Udo Schumacher, Wayne Cass**

ISBN: 9781626237209	Form: Paperback	Pub date: 2020-05-08
Edition: 3	Price: EUR 69.99	Pages: 490
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Anatomy, MEDICAL / Atlases

- 1,375 images including extraordinarily realistic illustrations by Markus Voll and Karl Wesker, diagrams, tables, and descriptive text provide an unparalleled wealth of information about internal organs
- 21 fact sheets provide quick, handy references summarizing salient points for each organ
- Online images with "labels-on and labels-off" capability are ideal for review and self-testing


Publishers' Representative Central/Eastern Europe

New edition includes more details about anatomic relationships of inner organs, and the innervation and lymphatic systems of these organs. This volume is organized by regions and features 10 sections starting with an overview on body cavities.




**THIEME**  
Atlas of Anatomy  
General Anatomy and Musculoskeletal System  
Third Edition  
Michael Schuenke, Erik Schulte, Udo Schumacher, Nathan Johnson  
Georg Thieme Verlag

## General Anatomy and Musculoskeletal System (THIEME Atlas of Anatomy)

Michael Schuenke, Erik Schulte, Udo Schumacher, Nathan Johnson

ISBN: 9781626237186	Form: Paperback	Pub date: 2020-05-08
Edition: 3	Price: EUR 74.99	Pages: 636
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Anatomy, MEDICAL / Atlases

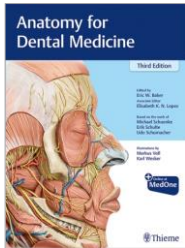
- Nearly 2,100 images including extraordinarily realistic illustrations by Markus Voll and Karl Wesker, X-rays, MRIs, CT scans, diagrams, tables, and descriptive text provide an unparalleled wealth of information about muscle structure and bones
- Musculoskeletal, vascular, and nervous system structures are presented systematically first, then topographically, thereby supporting classroom learning and active laboratory dissection
- Emphasizes important relationships between anatomic structure and function in addition to introducing clinical applications, providing knowledge trainees can apply in practice



Publishers' Representative Central/Eastern Europe

In new edition information on joints, muscle actions, and functional muscle groups has been updated and extended. This volume is organized by region, and begins with an introduction on basic human embryology and development and an overview of the human body.

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## Anatomy for Dental Medicine

**Michael Schuenke, Erik Schulte, Udo Schumacher**

ISBN: 9781684200467	Form: Paperback	Pub date: 2020-07-14
Edition: 3	Price: EUR 69.99	Pages: 608
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Anatomy, MEDICAL / Dentistry / General

- 1,200 clear and detailed full-color illustrations
- 150 tables for rapid access to key information
- Reorganized brain/nerve sections
- Factual question appendix places greater emphasis on areas including the skull, larynx, cross sectional anatomy, body below the neck, and local anesthesia

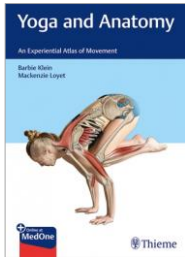


Publishers' Representative Central/Eastern Europe

Anatomy for Dental Medicine, Third Edition strikes an optimal balance between systemic and regional approaches to complex head and neck anatomy.

New editions includes additional radiologic images and landmark features throughout. The brain/nerv sections have been reorganized. TO support students preparation to exam the clinical questions has been extended.

Jacek Lewinson




## Yoga and Anatomy: An Experiential Atlas of Movement

Barbie Klein, Mackenzie Loyet

ISBN: 9781626238305	Form: Paperback	Pub date: 2020-05-19
Edition: 1	Price: EUR 29.99	Pages: 206
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Allied Health Services / Physical Therapy, MEDICAL

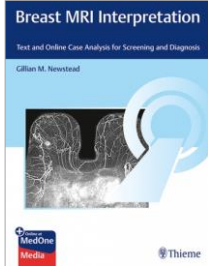
- Unique learning resource teaches anatomy through movement
- Describes the muscular actions responsible for the movements of the body during the practice of yoga
- In the first part, asanas (postures) are grouped by distinct categories: standing poses, forward folds, backbends, spinal twists, and more. The second part provides an atlas reference that connects the underlying anatomy with the muscles used to produce these movements.



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Yoga and Anatomy describes how the muscles work during the practice of yoga. Each pose is shown as a series of three to four transitions. The muscles used during transitions have been labelled. This is an essential anatomical self-study resource for students of physical therapy, osteopathic, and allopathic medicine.

Jacek Lewinson




## Breast MRI Interpretation: Text and Online Case Analysis for Screening and Diagnosis

**Gillian Newstead**

ISBN: 9781626234673	Form: <b>Hardback</b>	Pub date: 2020-09-15
Edition: 1	Price: <b>EUR 149.99</b>	Pages: 475
Publisher: Georg Thieme (JL)	Readership: <b>Professional and scholarly</b>	Language: Eng
Discipline: <b>Medical Science</b>	Category: <b>Medicine</b>	Subject: <b>MEDICAL / Radiology &amp; Nuclear Medicine</b>

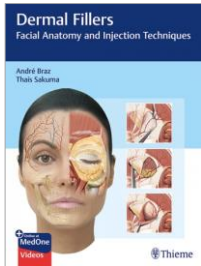
- More than 1,800 illustrations from the University of Chicago including single selected images, side-by-side images at different time points and acquisition parameters, and 3-D images enhance understanding of breast imaging
- Select online case studies enable readers to review and interpret entire MRI datasets



Publishers' Representative Central/Eastern Europe

Magnetic resonance imaging (MRI) of the breast is currently the most sensitive detection technique for non-invasive and invasive cancer. This title is a practical reference on evaluation and interpretation of breast MR imaging. The books covers image acquisition and interpretation, clinical implementation, managing findings, and overcoming problems






## Dermal Fillers: Facial Anatomy and Injection Techniques

**André Vieira Braz, Thais Harumi Sakuma**

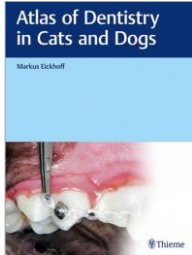
ISBN: 9783132427723	Form: <b>Hardback</b>	Pub date: 2020-09-02
Edition: 1	Price: <b>EUR 189.99</b>	Pages: 574
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Medicine	Subject: MEDICAL / Dermatology, MEDICAL / Surgery / Plastic &Cosmetic

- Systematic organization based on aesthetic zones, from superficial to deep
- Richly illustrated, with 1664 outstanding drawings, remarkable cadaver dissection images, and patient photos
- Seventeen concise video sequences elucidate key injection techniques
- Comprehensive coverage of potential complications, such as unintended injection of filler into vasculature


Publishers' Representative Central/Eastern Europe

Do you know that Brasilia is one of the biggest market of cosmetic surgeries in the world? Here we have a book written by Brazilian dermatologists Andre Braz, an esteemed expert in the use of botulinum toxin, fillers, and lasers. The book discuss the application of injection techniques, all types – from softening wrinkles to facial contouring. The anatomic details with superficial and deeper structures relationships learn the clinicians who to avoid potentially serious complications.

Jacek Lewinson




## Atlas of Dentistry in Cats and Dogs

Markus Eickhoff

ISBN: 9783132432826	Form: Hardback	Pub date: 2020-04-24
Edition: 1	Price: EUR 199.99	Pages: 468
Publisher: Georg Thieme (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Medical Science	Category: Veterinary	Subject: MEDICAL / Veterinary Medicine / General

- Over 1500 illustrations present details of many fascinating cases, allowing the practitioner to follow procedures in detail
- The myriad practical tips and step-by-step instructions for performing common dental procedures provide security when performing dental treatment on small animals
- The focus on dogs and cats allows not only conventional treatment options but also less common ones to be presented in detail




Publishers' Representative Central/Eastern Europe

Atlas of Dentistry in Cats and Dogs has been written by dr Eickhoff who's got over 20 years' experience as a veterinarian and dentist

Supported by the images the book introduces the practitioner to commonly performed procedures such as the extraction of root fragments or the placement of fillings.


The focus on dogs and cats allows not only conventional treatment options but also less common ones to be presented in detail

Jacek Lewinson

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The individual access codes for ebook are available

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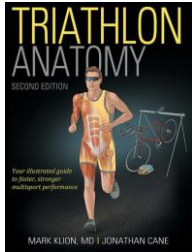
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As you know Human Kinetics belongs to our portfolio from March this year. They are specialized in providing authoritative information about physical activities, fitness and sport. I will present you a few new titles.

Jacek Lewinson



**TRIATHLON  
ANATOMY**  
SECOND EDITION


MARK KLION, MD | JONATHAN CANE

## Triathlon Anatomy

**Mark Klion, Jonathan Cane**

ISBN: 9781492588801	Form: Paperback	Pub date: 2020-06-26
Edition: 2	Price: GBP 19.99	Pages: 224
Publisher: Human Kinetics (JL)	Readership: Professional and scholarly	Language: Eng
Discipline:	Category:	Subject: Multidiscipline sports, SPORTS & RECREATION / Running & Jogg

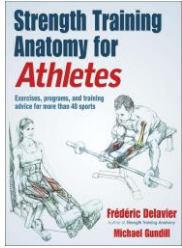
- Features 74 of the most effective multisport exercises with step-by-step descriptions and full-color anatomical illustrations highlighting the muscles in action
- Illustrates how the movement is fundamentally linked to performance in each sport
- Learn how to develop a training program based on your individual needs and goals



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Triathlon Anatomy, Second Edition prepare athlete for the start in triathlon and shows how to reach personal best by increasing muscular strength and optimize the efficiency of practice.

The book presents 74 multisport exercises with step-by-step descriptions and full-colour anatomical illustrations highlighting the muscles in action. The book teach who to develop a training program based on the individual needs and goals.




## Strength Training Anatomy for Athletes

Frederic Delavier, Michael Gundill

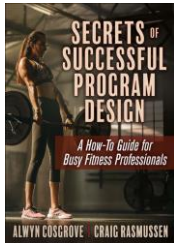
ISBN: 9781492597414	Form: Paperback	Pub date: 2020-06-26
Edition: 1	Price: GBP 21.99	Pages: 288
Publisher: Human Kinetics (UK)	Readership: General/trade	Language: Eng
Discipline: Social Science	Category: LifeStyle	Subject: Sports training & coaching, Weightlifting, Bodybuilding

- Over 600 full-color photos and 300 anatomical illustrations, focus on 46 exercises specifically selected for the demands of 43 sports and activities
- Presents how muscles interact with surrounding joints and skeletal structures and how variations and sequencing can isolate specific muscles for more effective and efficient training.
- Featuring exercises for warm-up, recovery, and injury prevention


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Strength Training Anatomy for Athletes is a comprehensive and practical guide to optimizing athletic performance. The book includes programs for 43 sports and activities f.e. basketball, combat sports or Soccer. It features exercises for warm-up, recovery, and injury prevention

Jacek Lewinson




## Secrets of Successful Program Design: A How-To Guide for Busy Fitness Professionals

**Alwyn Cosgrove, Craig Rasmussen**

ISBN: 9781492593225	Form: Paperback	Pub date: 2020-08-03
Edition: 1	Price: GBP 27.99	Pages: 272
Publisher: Human Kinetics (JL)	Readership: Professional and scholarly	Language: Eng
Discipline: Social Science	Category: Health & Personal Development	Subject: Exercise & workout books, HEALTH & FITNESS / Exercise

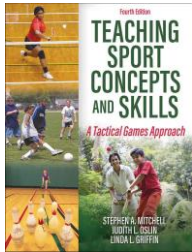
- Shows how to properly assess a client and design the most effective program based on their individual goal—whether that is fat loss, muscle and strength building, or improved overall conditioning.
- Teach how to customize the training experience of your client on the fly, effectively progressing and regressing exercises according to day-to-day fluctuations in abilities and needs.
- Includes a selection of predesigned



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Secrets of Successful Program Design: A How-To Guide for Busy Fitness Professionals: This book will teach the fitness trainers how to create and customized training program. The book covers programs for fat loss, muscle and strength building and improving overall condition and teach how to help the clients reach their individual goals

Jacek Lewinson




## Teaching Sport Concepts and Skills: A Tactical Games Approach

Stephen A. Mitchell, Judith L. Oslin, Linda L. Griffin

ISBN: 9781492590484	Form: Paperback	Pub date: 2020-10-01
Edition: 4	Price: GBP 73.00	Pages: 720
Publisher: Human Kinetics (JL)	Readership: College/higher education	Language: Eng
Discipline: Social Science	Category: Education	Subject: Educational: Physical education

- Teaching Sport Concepts and Skills offers more than 350 detailed lesson and unit plans that can be used as is or be easily modified and incorporated into an existing curriculum.
- More than 240 diagrams throughout the lessons make it easy to set up and execute the games.
- A companion web resource includes 14 video clips that show some lessons



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The book explains the tactical games, provides lessons plans for varying levels of complexity. It includes lessons plans for 12 sports.

Current and future teachers will learn how to structure positive and engaging learning experiences. Online resources are available for this book, f.e. assessments, and game scenario worksheets for tactical problem solving



Jacek Lewinson




## Social Media and Sports

**Galen Clavio**

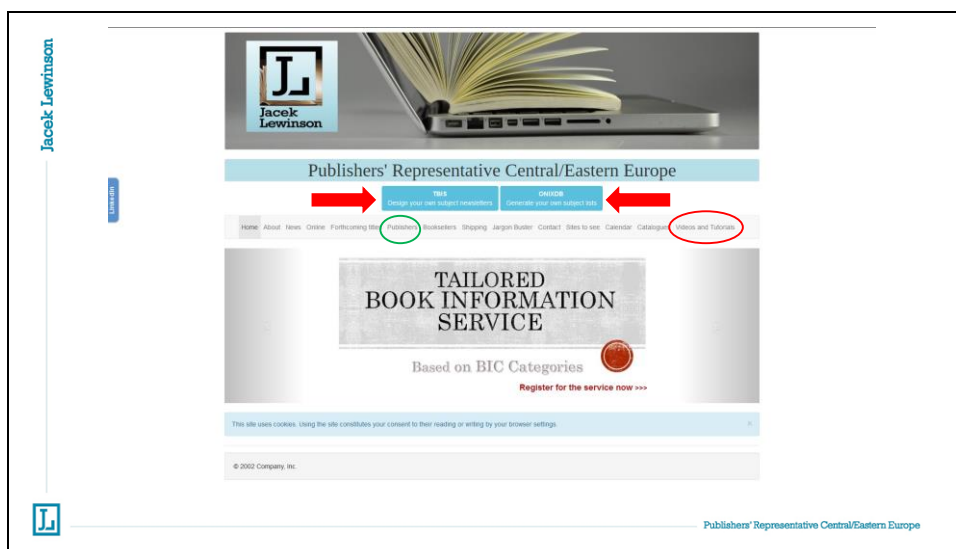
ISBN: 9781492592082	Form: Paperback	Pub date: 2020-07-16
Edition: 1	Price: GBP 66.00	Pages: 176
Publisher: Human Kinetics (JL)	Readership: College/higher education	Language: Eng
Discipline: Social Science	Category: Economics/Business/Finance	Subject: Sporting events & management, BUSINESS & ECONOMICS / Industry

A practical approach to understanding social media communications in the sports industry, with application extending to those working in journalism, public relations, broadcasting, advertising, and other sport business careers where knowledge of effective social media usage will maximize career potential.



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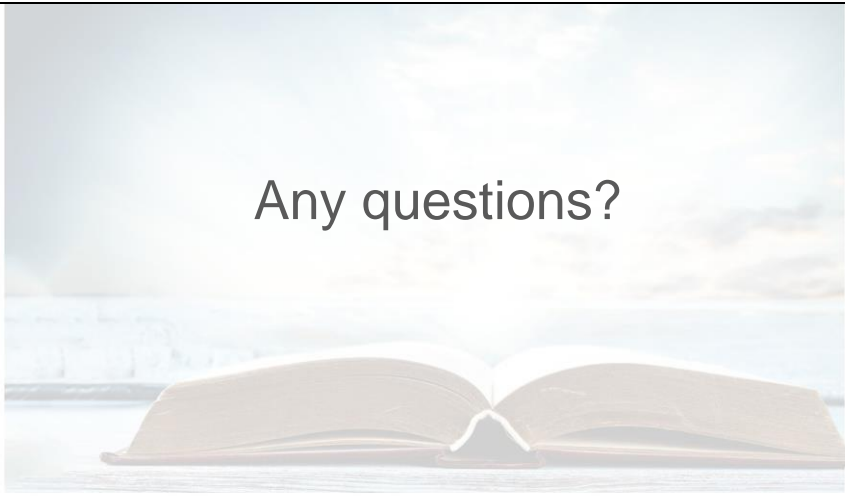
Social media communications learn student better understating of the social media environment, the book discuss the audience and networks and shows how online communities act and interact and indicate the key issues. They will learn about the categories of content used, including written content, images, produced video, live video, audio, graphics, dynamic visuals, and responses. Book is supported by online resources.




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# Any questions?



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Thank you very much for attending our event. We will contact you shortly with more details about individual meetings.