**TITLE**  
Anatomy in Your Pocket

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<th><strong>PRICE</strong></th>
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<td><strong>FORMAT</strong></td>
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<tr>
<td><strong>LEVEL</strong></td>
<td>College Students</td>
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</tbody>
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**EDITORS**  
Anne M. Gilroy  
Dept. of Radiology  
University of Massachusetts Medical School  
Worcester, MA, USA

**DESCRIPTION**  
These wire-bound flashcards in pocket-size are flexible and mobile. For first-year medical students taking gross anatomy, second-year students preparing for board review, and PT/OT or PA students studying anatomy, the exceptionally detailed flashcards focus on award-winning illustrations from *Atlas of Anatomy, Third Edition*. This resource aids learning and memorization of anatomical structures and their relationships in a convenient quick-reference format.

**SALES HOOKS**
- Anne Gilroy is the author of Thieme’s bestselling *Atlas of Anatomy* and *Anatomy: An Essential Textbook*
- This book retains flashcard functionality in a more convenient, portable format
- The beautifully detailed illustrations on these pages make anatomical structures easy to decipher

**COMPETITION**

Jones, *Pocket Anatomy & Physiology, 3rd Ed.*, 2016, $39.95, 326 pp., 978083656581, FA Davis.


**CONTENTS**
1 Back  
2 Thorax  
3 Abdomen  
4 Pelvis  
5 Upper Limb  
6 Lower Limb  
7 Head and Neck
## Anatomy for Dental Medicine in Your Pocket

**Price**: $39.99  
**ISBN**: 9781626234994  
**Publication Date**: May 2018  
**Format**: Spiral bound · 153 illustrations · 326 pages · 5 X 8 IN  
**Media Content**: WinkingSkull  
**Specialty**: Student Education; Basic Sciences; Clinical Sciences; Dentistry; Anatomy  
**Level**: Students; Graduate Students

### Editors
- **Eric W. Baker**  
  Department of Basic Science and Craniofacial Biology  
  College of Dentistry  
  New York University  
  New York, NY, USA  
- **Johanna Warshaw**  
  Department of Basic Science and Craniofacial Biology  
  College of Dentistry  
  New York University  
  New York, NY, USA

### Description
Based on Professor Baker's award-winning textbook *Anatomy for Dental Medicine* and the work of Michael Schuenke, Erik Schulte, and Udo Schumacher, this book is organized into 13 chapters covering the skull, the vertebral column, the brain and spinal cord, the neck, the face, temporal and infratemporal fossae, the oral cavity, the nasal cavity, the pharynx and larynx, the orbit, the ear, lymphatics, and the potential spaces for the spread of infection. The format is conducive to helping dental students assimilate complex anatomy and anatomical relationships into practical dentistry.

### Sales Hooks
- More than 150 exceptionally detailed illustrations by Markus Voll and Karl Wesker delineate relevant anatomy  
- Insightful commentary enables studying, memorizing, and reviewing anatomical concepts important to dentistry  
- The compact spiral binding protects the cards and is perfect for on-the-go studying and quick reference  
- Online access to WinkingSkull.com provides labels-on and labels-off review and the ability to administer timed self-tests

### Competition
<table>
<thead>
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<th>CONTENTS</th>
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<tr>
<td>1 Skull</td>
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<tr>
<td>2 Vertebral Column</td>
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<td>3 Brain and Spinal Cord</td>
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<tr>
<td>4 Neck</td>
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<tr>
<td>5 Face</td>
</tr>
<tr>
<td>6 Temporal and Infratemporal Fossae</td>
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<tr>
<td>7 Oral Cavity</td>
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<td>8 Nasal Cavity</td>
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<td>9 Pharynx and Larynx</td>
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<td>10 Orbit</td>
</tr>
<tr>
<td>11 Ear</td>
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<tr>
<td>12 Lymphatics</td>
</tr>
<tr>
<td>13 Potential Spaces and Spread of Infection</td>
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</table>
Anatomy and Physiology of Speech and Hearing

This book serves as a primer to all of the concepts necessary for Communication Sciences and Disorders students to understand in order to succeed in their studies.

The book is heavily illustrated with detailed and modern anatomical drawings from the award-winning Atlas of Anatomy, which are also available online.

Textboxes and sidebars throughout each chapter provide meaningful examples and a context for applying concepts.

Didactic features, including learning objectives, key terms and concepts, review questions, and summaries, assist educators and students in consolidating learning.

CONTENTS

Part One: Foundations of Human Anatomy and Physiology
1. Framework for Anatomy and Physiology
2. Composition of the Body: Cells, Tissues, Organs
3. Genetics
4. Embryology and Development of the Speech and Hearing Mechanism

Part Two: Foundations of the Nervous System
5. Neuroanatomy
6. Neurophysiology
7. Suprasegmental Motor Control
8. Peripheral Motor Control
9. Sensory Systems

Part Three: The Anatomy and Physiology of Speech and Language, Swallowing, Hearing, and Balance
10. Respiration
11. Phonation
12. Articulation and Resonance
13. Hearing
14. Swallowing
15. Balance
Approximately 12% of the US population suffers from severe and debilitating migraines, which often include neurological symptoms such as nausea and visual disturbance. Despite preventative and abortive pharmacologic treatment, one third of migraine patients continue to experience refractory headaches and persistent symptoms. Dr. Guyuron has pioneered and extensively tested surgical migraine treatment, or nerve decompression surgery, which has excellent results for treating and preventing migraines. Covering surgery for all types of migraine headache in addition to other treatment modalities, this book is a fundamental guide for surgeons interested in adding this procedure to their practice.
**DESCRIPTION**


From the pre-hospital to intensive care setting, this unique reference provides a comprehensive, yet concise approach to the treatment of acute spinal cord injury and management of patients with chronic SCI. Chapters new to this edition include neurological assessment of spinal injury, clearing the cervical spine, management of concurrent TBI and spinal injury, blood pressure and oxygen management, temperature management, fluids and osmotherapy, pharmacology, autonomic dysreflexia, infection after SCI, and emerging therapies.

**SALES HOOKS**

- This highly technical book discusses critical care for patients with spine issues and traumas in the intensive care unit; it includes summary tables and illustrations to make it easier for readers to understand the information.
- Co-edited/authored by a neurosurgeon and an orthopaedic spine surgeon, this book accounts for how different specialties approach these injuries.
- To keep up with this fast-moving specialty, this book is up-to-date and includes several entirely new chapters.
- Evaluation and management of SCI in the athlete including different injury syndromes and the latest recommendations for 'return to play' in less severe cases.
- Management of pediatric spinal injuries in the NICU with illustrative cases.
- Specialized topics include a comprehensive review of SCI pharmacology, recent medical advances, socioeconomic and quality-of-life considerations.

**COMPETITION**

No relevant competition exists.
CONTENTS

1 Epidemiology of Spinal Injuries
2 Pathophysiology of Spinal Cord Injury
3 Spinal Cord Protective and Regenerative Therapies
4 Spinal Trauma Classification Systems
5 Imaging of Spinal Injuries
6 Biomechanics of the Spine
7 Neurological Assessment of Spinal Injury
8 Prehospital Care for Spinal Cord Injury
9 Clearing the Cervical Spine
10 Surgical Decompression in Traumatic Spinal Cord Injury: The Importance of Timing
11 Management of Cervical Injuries
12 Thoracolumbar Fractures
13 Management of Concurrent Traumatic Brain Injury and Spinal Injury
14 Spinal Cord Injuries in the Athlete
15 Critical Care Management of Spinal Cord Injuries: Mean Arterial Pressure Control and Hypertonic Therapy
16 Targeted Temperature Management in Spinal Cord Injury
17 Comprehensive Review of Spinal Cord Injury Pharmacology and Recent Medical Advances in Treatment
18 Autonomic Dysreflexia
19 Infections after Spinal Cord Injury
20 Emerging Therapies for Spinal Cord Injury
21 Rehabilitation of Traumatic Spinal Cord Injury
22 Socioeconomics of Spinal Cord Injuries
23 Quality of Life after Spinal Cord Injury
**DESCRIPTION**


The book lays a solid foundation with discussion of TBI classification, pathophysiology, key blood biomarkers, noninvasive neuromonitoring in severe TBI patients, multimodality monitoring in neurocritical care, and brain imaging modalities. From the prehospital setting to intensive care, top experts share clinical pearls and core guidelines on the management of mild, moderate, and severe TBI and complications. Chapters new to this edition include concomitant injuries, orbital/facial fractures, vascular injuries, spine fractures, autonomic dysfunction, and temperature management.

**SALES HOOKS**

- This edition’s new chapters address topics including orbital/facial fractures, vascular injuries, spine fractures, autonomic dysfunction, and temperature management.
- Presented as a “reference book,” the complex information in this book is concisely represented with many tables and illustrations.
- World-renowned experts edited and wrote the book to be comprehensive and up-to-date.
- When combined with Dr. Jallo’s *Neurotrauma and Critical Care of the Spine*, the two books are a complete reference on neurotrauma and critical care.
COMPETITION


CONTENTS

1. Brain Trauma and Critical Care: A Brief History
2. The Epidemiology of Traumatic Brain Injury in the United States and the World
3. The Classification of Traumatic Brain Injury
4. Pathophysiology of Traumatic Brain Injury
6. Noninvasive Neuromonitoring in Severe Traumatic Brain Injury
7. Multimodality Monitoring in Neurocritical Care
8. Brain Injury Imaging
9. Prehospital Care for Patients with Traumatic Brain Injury
10. Assessment of Acute Loss of Consciousness
11. Guidelines Application for Traumatic Brain Injury
12. Mild Brain Injury
13. Moderate Traumatic Brain Injury
14. Severe Traumatic Brain Injury
15. Wartime Penetrating Injuries
17. Concomitant Injuries in the Brain-Injured Patient
18. Pediatric Brain Injury
19. Neurological Critical Care
20. Fluids Resuscitation and Traumatic Brain Injury
21. Sedation and Analgesia in Traumatic Brain Injury
22. Mechanical Ventilation and Pulmonary Critical Care
23. Nutritional Support in Brain Injury
24. Cardiovascular Complications of Traumatic Brain Injury
25. Paroxysmal Sympathetic Hyperactivity
26. Venous Thromboembolism Prophylaxis in the Neurocritical Care Population
27. Traumatic Brain Injury and Infection
28. Targeted Temperature Management in Acute Traumatic Brain Injury
29. Neurehabilitation after Brain Injury
30. Prognosis for Traumatic Brain Injury
31. Ethics: Life and Death Choices for Traumatic Brain Injury
32. Cost of Traumatic Brain Injuries in the United States and the Return on Helmet Investments
Master spine surgeons Alexander R. Vaccaro, Richard G. Fessler, and a cadre of esteemed co-editors have compiled the most comprehensive textbook to date detailing minimally invasive spine (MIS) versus open spine surgery techniques. Controversies in Spine Surgery, MIS versus OPEN: Best Evidence Recommendations features debates by renowned experts on one of the most provocative topics in spine surgery. Twenty-four chapters systematically organized into four sections — degenerative, trauma, tumor, and other issues, cover procedures and underlying pathologies, backed by a large, diverse body of literature.

MIS and open approaches are thoroughly compared and contrasted in each chapter. Evidence is presented and analyzed in an objective manner with 'opposing sides' presenting differing opinions and techniques, resulting in a synchronous collection of pros and cons. Every chapter is masterfully summed up by the book's editors — each of whom have varying stances on the topics at hand. This unique 'duel' and 'duet' discussion enables readers to assimilate information, benefit from the balanced harmony between divergent opinions, and reach their own conclusions.
SALES HOOKS

- Using their expertise and gravitas, the respected editors Dr. Vaccaro and Dr. Fessler compare MIS and open procedures in order to guide readers to a surgical opinion.
- Full of credible, data-driven answers to the debate between MIS and open surgeries, this book provides a straightforward method for evaluating the benefits of each surgery.
- The unique direct comparisons between the two surgeries, which evaluate and respond to the same case with each surgery, provide a rare and instrumental resource with which surgeons can make educated decisions.

COMPETITION

Zdeblick et al., *Controversies in Spine Surgery, Volume 1*, 1999, $72.68, 330 pp., 9781626235991, CRC (now published by Thieme).


CONTENTS

Part I. Degenerative
Part II. Trauma
Part III. Tumor
Part IV. Other Issues
Functional neurosurgery focuses on improving the lives of patients with epilepsy, movement disorders, pain, and psychiatric illnesses. In recent years, approaches ranging from open surgery to minimally invasive techniques have been leveraged to improve daily functioning and quality of life in people struggling with painful, highly disruptive, and/or treatment-resistant symptoms. These approaches focus on reducing or eliminating seizures, alleviating pain, decreasing abnormal movements or lessening debilitating symptoms associated with specific psychiatric disorders.

Neurosurgical Operative Atlas: Functional Neurosurgery, Third Edition, by renowned functional neurosurgeons Robert Gross, Nicholas Boulis, and esteemed contributors reflects the latest advances in functional and stereotactic neurosurgical approaches. The entire atlas has been streamlined and updated with new content, including the use of stereotactic surgery to treat obsessive compulsive disorder, Tourette syndrome, and major depression.

- New editors, over 80% new contributors, and new chapters make this book contemporary
- To meet the rising interest in functional neurosurgery, this book addresses current issues with contributions from the neurosurgeons behind the subspecialty’s return to the conversation
- This official AANS and Thieme co-publication includes CME credit available from the AANS
- Epilepsy treatment techniques including intracranial monitoring with stereo-electroencephalography, selective amygdalohippocampectomy, and more
- Deep brain stimulation (DBS) with in-depth implantation guidance for Parkinson’s disease, tremor, dystonia, epilepsy and medically intractable pain syndromes,
Neurovascular medicine has emerged as a mature and semi-independent specialty of neurology and neurosurgery: neurovascular problems’ complexity requires a detailed work-up and decision-making process. Because many diseases and conditions have reasonable and often highly divergent approaches, including medical management, open neurovascular, endovascular, radiosurgery, and combined/multimodality alternatives, the selection of both the treatment modality and the specific strategy is a subject of great interest and considerable debate in the field. This book is designed to focus on this crucial selection process by taking readers step-by-step through the decision-making process for all neurovascular diseases.

SALES HOOKS
- The contributors to this book are world experts ideally situated for giving advice on the decision-making process in neurovascular disease
- A simple algorithm summarizes the decision-making process, incorporating whether and what surgery needs to be performed, what modality to use, and more
- This book integrates cerebrovascular and endovascular treatment into the decision-making process for neurovascular disease

COMPETITION
CONTENTS

I. Ischemic Stroke and Vascular Insufficiency
II. Aneurysms—Anterior Circulation
III. Aneurysms—Posterior Circulation
IV. Aneurysms—Other
V. Arteriovenous Malformations and Fistulas
VI. Cavernous Malformations
VII. Hypervascular Tumors
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EDITORS

George I. Jallo  
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Karl F. Kothbauer  
General and Pediatric Neurosurgery  
Dept. of Surgery  
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Lucerne, Switzerland

Violette M.R. Recinos  
Cleveland Clinic  
Cleveland, OH, USA

DESCRIPTION

Portable, authoritative, efficient, and concise yet comprehensive, this book uses contributions by top authors to discuss a wide range of topics which cover the essentials of pediatric neurosurgery. Taking a primarily practical, rather than scientific, approach, it distinguishes itself from other current publications. Because of its size, this book is easier for neurosurgery residents and residents on pediatric rotations to carry with them than any other comparable publication, making this the ideal companion for rotations and for quick reference in the hospital.

SALES HOOKS

- This book is a highly efficient handbook of all things encompassed by pediatric neurosurgery
- The small, compact size means this book can be carried on rounds while on the pediatric service; the information it contains is easily accessible
- Designed to be a practical guide, this book is ideal for residents to answer questions about how to best care for patients

COMPETITION

There is no competition.

CONTENTS

Section I. General and Critical Care  
Section II. Neuroradiology  
Section III. Neurology  
Section IV. Cerebrovascular Disorders  
Section V. Developmental and Congenital Cranial Disorders  
Section VI. Developmental and Congenital Spinal Disorders  
Section VII. Functional Disorders  
Section VIII. Trauma  
Section IX. Infections  
Section X. OR Basics
**Handbook of Neuroscience Nursing: Care of the Adult Neurosurgical Patient**

**Editors**
Denita Ryan  
Barrow Neurological Institute  
St. Joseph’s Hospital and Medical Center  
Phoenix, Arizona USA

**Description**
*Handbook of Neuroscience Nursing: Care of the Adult Neurosurgical Patient* contains a range of topics associated with neurosurgical conditions. It provides helpful nursing information on various disorders, such as tumors, vascular anomalies, and traumatic brain injury, as well as diagnosis and treatment. Each chapter features helpful bullet points, tables, clinical alerts, and illustrations. This accessible pocket-sized resource enables nurses to provide optimal care to patients with neurosurgical conditions.

**Sales Hooks**
- This is a great pocket-sized reference handbook highlighting disorders, tumors, post-surgical complications and other anomalies that neurosurgical nurses will come across when meeting with a patient.
- Each chapter features helpful bullet points, tables, clinical alerts and illustrations to help nurses detect diagnosis and treatment.
- Edited and authored by nurses and physicians from the Barrow Neurological Institute.

**Competition**

*RN Expert Guides: Neurological Care*, 2007, $46.99, 448 pages, 9781582557069, LWW.

**Contents**
- Section I Anatomy and Assessment of the Nervous System
- Section II Specific Conditions Associated with Neurologic Disorders
- Section III Disorders of the Central Nervous System
- Section IV Diagnosis and Treatment of Central Nervous System Disorders
**EDITORS**  
Ross C. Puffer  
Dept. of Neurologic Surgery  
Mayo Clinic  
Rochester, MN, USA

**DESCRIPTION**  
This up-to-date question bank incorporates more than 1,500 multidisciplinary questions relevant for the ABNS primary exam. Each multiple-choice question includes both an answer explanation for quick reference and a citation to a current neurosurgery text for in-depth review. The question bank contains separate, dedicated question sets for each of the major tested topics on the neurosurgery primary examination, including neuroanatomy, neurosciences, neuropathology, neuroimaging, clinical neurology, neurosurgery, critical care/fundamental clinical skills, and core competencies.

**SALES HOOKS**  
- The book’s questions have short answers within the text and citations to longer explanations  
- More than 1,500 questions in the book include a standalone 375 question exam that simulates the actual exam  
- Questions throughout the book are separated into the nine sections tested on the ABNS

**COMPETITION**  


**CONTENTS**  
Contents are not available.
Given the wide-ranging nature of the literature one must study in plastic surgery training, a solid grounding in many fundamental principles and procedures is an absolute prerequisite to becoming a competent plastic surgeon. And yet, until now there has been no single source that collects these fundamental topics in one volume; rather, the information has had to be gleaned from the introductory chapters of multiple comprehensive textbooks. The present volume takes a new approach, and provides the trainee an opportunity to learn these fundamentals more efficiently and comprehensively through a single book.

This work will prepare the trainee to confidently advance to the more specific core topics in reconstructive and aesthetic plastic surgery.

**SALES HOOKS**
- This book is textbook-style, written with full text and supplemented by supporting images.
- Written in academic language intended for postgraduate trainees, this book is organized into 21 chapters which each cover a different fundamental issue of plastic surgery.
- An effective study source, this book removes the need to consult multiple different sources by covering all of the fundamental aspects of plastic surgery.
- Chapters cover such topics as patient safety, normal and abnormal wound healing, local anesthesia and nerve blocks, soft tissue infections and antibiotics, implants and biomaterials, basic surgical techniques, grafting of fat, skin, bone, and other tissues, flaps, burns, and much more.

**COMPETITION**
There is no specific competition; most books on the topic don’t provide a good “first contact” reference especially regarding fundamentals, while longer reference textbooks cover the fundamentals without providing full information on all basic aspects of the specialty.
CONTENTS

Section I Principles
1. Patient Safety in Plastic Surgery
2. Wound Healing
3. Wound Management and Pressure Sores
4. Negative Pressure Wound Therapy
5. Local Anesthetics and Common Nerve Blocks
6. Soft Tissue Infections and Antibiotics in Plastic Surgery
7. Implants and Biomaterials
8. Principles of Osteosynthesis
9. Essentials of Dermatology for Plastic Surgeons
10. Laser Therapy: Principles and Applications in Skin Diseases
11. How to Set Up a Research Protocol in Plastic Surgery

Section II Techniques
12. Basic Surgical Techniques, Sutures, and Wound Closure
13. Grafts: Skin, Fascia, Nerve, Tendon, Cartilage, and Bone
14. Fat Grafting
15. Vascular Anatomy of the Skin and Muscles
16. Flaps
17. Tissue Expansion
18. Burns
19. Microsurgery
20. Facial Trauma
21. Hand Trauma
Essentials of Aesthetic Surgery may fit in your pocket, but this easy-to-follow guide is teeming with valuable cutting-edge topics in cosmetic surgery. Focusing on both traditional and emerging concepts, techniques and innovations in aesthetic surgery, this portable book draws from the expertise of experienced surgeons to provide step-by-step instructions for the procedures surgeons build their careers on.

As the role of the plastic surgeon has evolved, so must the techniques and available procedures to address the needs of the diverse aesthetic surgery patient population. Aesthetic surgery continues to grow exponentially in popularity, and this guide provides surgeons with the tools they need to stay abreast of changing trends and innovative techniques to achieve the highest possible patient satisfaction.

- This book follows the format of Dr. Janis’ other bestselling books, but it does so while concentrating solely on aesthetic medicine and surgery
- While there are several books on aesthetic plastic surgery, they are primarily large multi-volume works; this book distills all the relevant information into one pocket-sized book
- This book’s focus on aesthetic plastic surgery gives it a larger scope on the subject than the Essentials of Plastic Surgery, 2E has.

There is no competition of this size dealing purely with aesthetic surgery.

PART I Basic Considerations
PART II Anesthesia
PART III Safety
PART IV Skin Care
PART V Noninvasive and Minimally Invasive Therapy
PART VI Adjuncts to Aesthetic Surgery
PART VII Facial Surgery
PART VIII Breast Surgery
PART IX Body Contouring
With contributions from top experts in the field, Pediatric Plastic and Reconstructive Surgery provides clinically-focused text on the full spectrum of common and rare congenital and acquired pediatric conditions. The one-volume reference encompasses the latest cutting-edge advances, organized in a concise, easy-to-digest format, enabling clinicians to get to the heart of the matter and deftly integrate practical content into everyday practice.

Organized into six major sections, every chapter reflects the expertise of leading authorities who discuss specific topics for which they have achieved prominence. The organizational structure is consistent throughout 43 chapters, covering core essentials for managing the patient: introduction, diagnosis, nonsurgical management, operative treatment, complications, and key points.

**SALES HOOKS**
- Comprehensive book written by experts in different subject areas, with focus on the practical management of pediatric plastic surgical conditions
- This book offers clinical information needed to treat patients; readers will not find history, detailed review of relevant basic sciences or discussions on obsolete procedures
- Reasonably sized and reasonably priced as a pediatric plastic surgery quick reference

**COMPETITION**


**CONTENTS**
- Section I: Craniofacial Disorders
- Section II: Cleft Lip and Palate
- Section III: Soft-Tissue Deformities of the Head and Neck
- Section IV: Trunk and Lower Extremity
- Section V: Upper Extremity
- Section VI: Integument
Key Techniques in Orthopaedic Surgery, Second Edition

**PRICE** $129.99

**ISBN** 9781626232877 (Previous edition 9780865779228, 2001)

**PUBLICATION DATE** April 2018

**FORMAT** Hardcover · 293 illustrations · 376 pages · 8.5 X 11 IN

**MEDIA CONTENT** None

**SPECIALTY** Orthopedics; Orthopaedic Surgery

**LEVEL** Residents; Medical Professionals; Fellows

**EDITORS**
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  Northwestern University
  Feinberg School of Medicine
  Chicago, IL, USA

- **Christopher M. Bono**
  Orthopaedic Surgery
  Harvard Medical School
  Brigham and Women’s Hospital
  Boston, MA, USA

- **Matthew D. Saltzman**
  Orthopaedic Surgery
  Northwestern University
  Feinberg School of Medicine
  Chicago, IL, USA

**DESCRIPTION**
*Key Techniques in Orthopaedic Surgery, 2nd Edition*, by Steven Stern, Matthew Saltzman, and Christopher Bono provides a fully updated, easy-to-follow orthopaedics reference. The book encompasses a full spectrum of core orthopaedic procedures impacting pediatric to adult patients. Unlike dense orthopaedic tomes, the straightforward, streamlined approach makes this reference the ideal operating room companion.

For each of the 60 procedures, the authors include numbered, step-by-step guidance. This is augmented with more than 300 high-quality black and white line drawings illustrating techniques. In addition to consistently formatted surgery procedures, each chapter includes indications; contraindications; preoperative preparation; special instruments, position, and anesthesia; clinical tips and pearls; pitfalls to avoid; postoperative care issues; and suggested reading. From the foot and ankle to the cervical spine, procedures cover a wide range of acquired and degenerative conditions.

**SALES HOOKS**
- The first edition of this book sold well; it was published in 2001
- Though Dr. Stern was the only editor for the first edition, the two new editors for the hand and spine sections bring in their expertise and new procedures
- This book concisely covers the most common procedures for residents and trainees in the field; similar books are dense multivolume texts where it is difficult to find the key procedures
- This book explains without wasting time on extraneous detail with an approach that includes indications, contraindications, instructions, complications, salvaging, post-op, and tips
COMPETITION

Wiesel, Operative Techniques in Orthopaedic Surgery (Four Volume Set), Second Edition, 2015, $599, 6068 pp., 9781451193145, LWW.

CONTENTS
Section I: Upper Extremity
Section II: Lower Extremity
Section III: Spine
Section IV: Pediatrics
**TITLE**  
Surgical Care of the Painful Degenerative Lumbar Spine  
Evaluation, Decision-Making, Techniques

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**EDITORS**  
Edgar N. Weaver  
School of Medicine  
Virginia Tech Carilion  
Blacksburg, VA, USA

**DESCRIPTION**  
This unique book describes all facets of care for the degenerative lumbar spine. It establishes fundamental anatomy and important spino-pelvic and balance metrics before it goes on to provide a detailed and clinically-based approach to patient evaluation and decision making. Discussion of a methodological approach to fundamental and novel techniques precedes information about post-operative care with emphasis on pain and infection control.

**SALES HOOKS**  
- This book details a symptom-focused approach to patient evaluation and decision making, which is a shift from the practice of getting an MRI and performing surgery accordingly—this book treats the patient, not the MRI.  
- Painful degenerative lumbar spines are one of the top reasons why patients visit physicians but, because of the many anatomical variations, the learning curve for treatment is long; this book instructs readers in this art.  
- This portable book contains experience from more than 35 years in neurosurgical practice.

**COMPETITION**  

**CONTENTS**
1. Symptom-Focused Care of the PDLS  
2. Fundamental Anatomy  
3. Spinopelvic Parameters and Sagittal Balance  
4. Stabilization in SFC Surgery on the PDLS  
5. Clinical Evaluation of the Patient with a PDLS  
6. The Fundamental Open Surgical Method  
7. Lateral Intramuscular Planar Approach for Instrumentation/Stabilization L3 to Sacrum  
8. Minimally Invasive Surgical Method  
9. Postoperative Care  
10. Surgical Situations of Complex Decision Making  
11. Socioeconomics in Spine Surgery
This instructional course book accompanies the Federation of European Societies for Surgery of the Hand (FESSH) 2018 congress, which focuses on fractures of the hand and carpus. With extensive, systematic descriptions of specific hand fractures and up-to-date information, this book covers basic science as well as the practical aspects of treating hand and carpal fractures. Hand fractures account for millions of emergency room visits annually. The extraordinary importance of the hand in so many activities of daily living necessitates inordinate surgical competence in repairing fractures, in order to preserve the vast range of motion and functionality of this highly complex structure.

**SALES HOOKS**
- Both editors are widely recognized international experts: Dr. Richter is a FESSH Council member and heads the examination committee, while Dr. Boeckstyns is the president of the 2018 congress
- This book comprehensively covers fracture management options rather than focusing on one or two methods
- Specific chapters covering the full range of fracture types and locations, including diaphyseal and intra-articular fractures of the phalanges and metacarpals, bony avulsions, fracture dislocations, and carpal bone fractures
- Complications and their treatment: infection, malunion, hardware failures, and more
- Evidence-based treatment suggestions, with the goal of restoring anatomic alignment and functional range of motion

**COMPETITION**
There is no competition.

**CONTENTS**
- Section I General Chapters
- Section II Phalangeal Fractures
- Section III Metacarpal Fractures
- Section IV Carpal Fractures
TITLE: Atlas of Distal Radius Fractures

PRICE: $249.99

ISBN: 9781626236790

PUBLICATION DATE: June 2018

FORMAT: Hardcover · 684 illustrations · 360 pages · 9 X 12 IN

MEDIA CONTENT: MediaCenter videos

SPECIALTY: Orthopaedics; Plastic and Cosmetic Surgery; Hand Surgery; Hand & Peripheral Nerve Surgery; Trauma Surgery

LEVEL: Residents; Medical Practitioners

EDITORS: Francisco del Piñal
Private Practice
Madrid, Spain

DESCRIPTION: Written by one of the world’s foremost authorities, this beautifully illustrated surgical atlas is a case-based presentation of the management of distal radius fractures. Each chapter offers a comprehensive guide to the diagnosis and treatment of a specific fracture, including possible complications and how to prevent them, using detailed photographs and illustrations. The cases are accompanied by high-quality operative video to complete the surgical picture. Special emphasis throughout focuses on avoiding pitfalls and using special techniques to optimize outcomes.

Francisco del Piñal is considered to be among the world’s best hand surgeons. His contributions in arthroscopic surgery techniques for wrist fractures are endorsed and used internationally. This book, written for hand surgeons, orthopaedic surgeons, and plastic surgeons, provides essential insight to specialists and subspecialists alike.

SALES HOOKS:
- Operative video for all chapters, narrated by the author, including detailed explanations and rationale for each maneuver
- A focus on the “how” of surgical technique (rather than the “why”) keeps attention on the necessary steps, tools, and procedures to address a specific type of fracture
- Real cases, presented from beginning to end, cover all of the difficult aspects of fracture management
- Nearly 700 illustrations and intraoperative photographs guide the reader through procedures

COMPETITION: There is no direct competition.
Digestive Disease Interventions, edited by Baljendra Kapoor and Jonathan Lorenz, fills an unmet need for a comprehensive resource covering interventional approaches. Throughout 30 succinct yet comprehensive chapters, top experts detail image-guided gastrointestinal interventions. A full spectrum of pathologies are encompassed from benign refractory ascites and biliary strictures to hepatocellular carcinoma, cholangiocarcinoma, pancreatic cancer, and more.

**SALES HOOKS**
- Management and treatment of portal hypertension including disease knowledge, shunt use, and obliteration techniques
- Updates on recent advances and future directions such as islet cell transplantation and obesity and bariatric embolization
- State-of-the-art management of liver cancer: GI imaging, staging, ablation and embolization, liver transplants, and Y-90
- Treatment of acute cholecystitis, cholelithiasis, and choledocholithiasis
- 640 high-quality illustrations and halftones elucidate techniques
- This book, which features major name Dr. Kapoor, is written in collaboration with the Society of Interventional Radiology

**COMPETITION**
There is no competition.
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<th>EDITORS</th>
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<td>The Ottawa Hospital</td>
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| DESCRIPTION | Mirroring cutting-edge advances in the key field of nuclear medicine, this interactive book uses a question-and-answer format designed to speed assimilation of relevant information and to facilitate knowledge retention. Twenty-four chapters encompass 2,250 questions enhanced with high-quality images and a wide range of question formats, including multiple-choice, matching test, and true/false. This book provides a robust review for certifying exams administered by the American Board of Radiology, the American Board of Nuclear Medicine, the Certification Board of Nuclear Cardiology, and the Nuclear Medicine Technology Certification Board. |
**SALES HOOKS**

- Nearly 200 high-yield images impart visual recognition and search pattern knowledge to improve the deductive reasoning required for important decision making.
- Updates on radiation safety, quality control, instrumentation, molecular imaging, radionuclide therapy, and more
- Covers the expanding use of PET and SPECT/CT imaging for gastrointestinal, pulmonary, and genitourinary pathologies and several cancer types, as well as covers various applications of single photon from the musculoskeletal to the pulmonary system
- Appendices feature instant essentials for image interpreters, must-know calculations and concepts, and succinct board exam test tips and pass rates

**COMPETITION**


**CONTENTS**

- Part I Essentials of Nuclear Medicine
- Part II Single-Photon Applications
- Part III Positron Emission Tomography/Computed Tomography
- Part IV Radionuclide Therapy
| TITLE | **RadCases Interventional Radiology**  
Second Edition |
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(Previous edition 9781604061772, 2010) |
| PUBLICATION DATE | May 2018 |
| FORMAT | Softcover · 477 illustrations · 268 pages · 8.5 X 11 IN |
| MEDIA CONTENT | RadCases |
| SPECIALTY | Radiology; Vascular and Interventional Radiology; Vascular Surgery; Radiotherapy and Nuclear Medicine |
| LEVEL | Residents |

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Hector Ferral  
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Johnathan M. Lorenz  
Section of Interventional Radiology  
The University of Chicago  
Chicago, IL, USA

**DESCRIPTION**  
*Interventional Radiology, Second Edition*, by Hector Ferral and Jonathan Lorenz, details image-guided procedures and prepares you to diagnose the full range of arterial, venous, nonvascular, and oncological conditions. Included in this book are 100 cases covering congenital malformations to acquired pathologies, illustrated with clear, high-quality images and now with questions and answers for review. For maximum ease of self-assessment, each case begins with the clinical presentation on the right-hand page; study that and then turn the page for imaging findings, differential diagnoses with the definitive diagnosis, essential facts, pearls and pitfalls, and more.

**SALES HOOKS**  
- In order to remain an ideal study guide for the new multiple-choice board exam, the book includes two board-style questions for each case  
- This book is unique in the large number of teaching cases it offers; in addition to 100 new cases, it also provides 350 online cases for thorough review  
- The two-page spread optimizes learning as it provides space for readers to consider the image before they see the differentials  
- Dr. Ferral and Dr. Lorenz are strong educators who incorporate teaching methods into the book

**COMPETITION**  

**CONTENTS**  
Cases 1-100  
Case Questions and Answers  
Further Readings
The Physics of Clinical MR Taught Through Images
Fourth Edition

Price: $69.99
Publication Date: June 2018
Format: Softcover · 706 illustrations · 336 pages · 6 X 9 IN
Media Content: None
Specialty: Radiology
Level: Students; Residents; Medical Professionals

Editors:
Val M. Runge
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Experimental Radiology
University Hospital of Regensburg
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Johannes T. Heverhagen
University Institute of Diagnostic, Interventional, and Pediatric Radiology
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University of Bern
Bern, Switzerland

Description:
The Physics of Clinical MR Taught Through Images, Fourth Edition, by Val Runge, Wolfgang Nitz, and Johannes Heverhagen, presents a unique and highly practical approach to understanding the physics of magnetic resonance imaging. Each physics topic is described in user-friendly language and accompanied by high-quality graphics and/or images. The visually rich format provides a readily accessible tool for learning, leveraging, and mastering the powerful diagnostic capabilities of MRI.

Key Features:
- More than 700 images, anatomical drawings, clinical tables, charts, and diagrams, including magnetization curves and pulse sequencing, facilitate acquisition of highly technical content.
- Eight systematically organized sections cover core topics: hardware and radiologic safety; basic image physics; basic and advanced image acquisition; flow effects; techniques specific to the brain, heart, liver, breast, and cartilage; management and reduction of artifacts; and improvements in MRI diagnostics and technologies.
- Cutting-edge topics including contrast-enhanced MR angiography, spectroscopy, perfusion, and advanced parallel imaging/data sparsity techniques.
- Discussion of groundbreaking hardware and software innovations, such as MR-PET, 7 T, interventional MR, 4D flow, CAIPIRINHA, radial acquisition, simultaneous multislice, and compressed sensing.
- A handy appendix provides a quick reference of acronyms, which often differ from company to company.
SALES HOOKS

- Dr. Runge is a pioneer and well-known name in the field of MRI
- This book takes a uniquely easy-to-understand approach to an important and difficult topic by anchoring the concepts in images, which makes the topic more approachable for radiologists
- For use in the office or at home, this book reveals how MRI works and how to optimally use it

COMPETITION


CONTENTS

Section I. Hardware
Section II. Basic Imaging Physics
Section III. Basic Image Acquisition
Section IV. Advanced Image Acquisition
Section V. Flow
Section VI. Tissue-Specific Techniques
Section VII. Artifacts, Including Those Due to Motion, and the Reduction Thereof
Section VIII. Further Improving Diagnostic Quality, Technologic Innovation
Audiology Practice Management, Third Edition, by Brian Taylor, provides new and established audiologists with everything they need to know about running a practice in the 21st century. This new edition offers expert approaches to starting and maintaining a practice in audiology - from technical, legal, and financial daily operations - to new issues like HIPAA compliance, social media considerations, and marketing strategies in the digital age.

Readers will benefit from the collective knowledge and expertise of audiologists and assorted industry experts who share pearls, controversies, and tips on a wide range of topics, including areas of practice not commonly seen in textbooks. Six new chapters cover key topics including basic management principles, clinical education, pricing strategies, entrepreneurship, change management, and business valuation and exit strategy.

SALES HOOKS
- As the prior editors are retiring, the new editors and contributors to this edition bring a 21st century approach to the book that addresses online data and administration as well as the other changes to running a practice in the digital era.
- New chapters cover basic management principles, business analytics and administration, clinical education, pricing strategies, entrepreneurship, change management, and business valuation and exit strategy.
- This book’s practical focus on running a business in the real world makes it easy to learn the fundamentals of practicing and earning a living as an audiologist.

COMPETITION
CONTENTS

Section I. Core Principles
1. Basic Management Principles for Audiologists
2. An Introduction to Business Analytics, Administration, and Ethics
3. Human Resources
4. Accounting for Audiologists
5. Quality Improvement: The Controlling Principle of Practice Management
6. Clinical Education in Audiology
7. Clinical Report Writing Using SOAP Notes
8. Infection Control

Section II. Practical Applications
9. Credentialing, Contracting, Coding, and Reimbursement
10. Pricing Strategies in Clinical Practice
11. Entrepreneurial Audiology: Sales and Marketing Strategies in the Consumer-Driven Health Care Era
12. Improving the Acceptance Rate of Amplification: A Benefit to Patients and Practices
14. Valuation and Exit Strategy
Endoscopic Surgery of the Orbit
Anatomy, Pathology, and Management

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<td>LEVEL</td>
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Raymond Sacks
Discipline of ORL/Head & Neck Surgery
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North Ryde BC, Australia

DESCRIPTION

In the relatively new and rapidly advancing area of endoscopic orbital surgery, this comprehensive overview of anatomy, pathology, and physiology pertaining to the orbit, paranasal sinuses, and surrounding structures of the region definitively covers important issues. Global thought leaders in the field detail the management of pathologies encountered in this region. With a review of the pros and cons of differing treatment approaches, this book relies on current evidence-based medicine. The authors cover the full spectrum of care, including radiologic and anesthetic considerations as well as post-operative management.

SALES HOOKS

- This book codifies the current state of endoscopic orbital surgery and sets the stage for future innovations
- Common orbital pathologies the book covers include lacrimal obstruction, sinusitis, thyroid eye disease, trauma, strabismus, neoplasms, and optic nerve decompression
- Dr. Bleier and Dr. Freitag are affiliated with the highly prestigious Massachusetts Eye and Ear Infirmary; Dr. Sacks heads the otolaryngology surgery department at Macquarie University in Australia

COMPETITION


CONTENTS

Contents are not available.