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KEY=ANSWERS - KIERA ARYANNA

Postgraduate Orthopaedics

The Candidate's Guide to the FRCS (Tr and Orth) Examination

Cambridge University Press The must-have Candidate's Guide to the FRCS (Tr and Orth) Examination has been extensively revised, updated and expanded in this second edition. This definitive book - giving guidance on all aspects of the examination and preparation - has been specifically written to get you through the exam. If you are facing the FRCS (Tr and Orth) in the next year or two, you need this book! This edition features five new chapters: surgical approaches, anatomy, SAS doctors, article 14 and the FRCS (Tr and Orth) exam and musculoskeletal tumours. All of the other chapters have been thoroughly revised to improve the content and cover the syllabus more comprehensively. The written section covers the new MCQ/EMI format and includes tips and tactics for success. The numerous examples of actual FRCS (Tr and Orth) cases and viva questions (and how to deal with them) are a gold mine for candidates and help to make this title an essential read.

EBOOK: A Social Science Student's Guide to Surviving your PhD

McGraw-Hill Education (UK) This book is written by a successful survivor! This clear and supportive text provides a detailed synthesis of, and rationale for, the key issues involved in a PhD and is highly recommended for anyone contemplating embarking on a PhD programme - it should be read from start to finish before starting the journey and consulted at regular intervals throughout the journey using the lists of dos and don'ts as checklists at strategic milestones along the way. Professor Eleri Jones, Professor Emerita, Cardiff Metropolitan University Dr Iornem presents the topic of a PhD journey in the same way as he undertook the journey itself: with enthusiasm and joy. Any student wanting to tackle this daunting task should use this book as a guide and as a motivator. Dr Iornem recognizes the hurdles and the fears which face a research student and addresses them with realism, pragmatism and humour, based on his own personal experiences. Dr John Koenigsberger, PhD supervisor: Cardiff Metropolitan University; University of Wales, Trinity St. Davids From development of the research proposal to preparing for the viva voce and post-doctoral career options, this handy survival guide provides an invaluable source of advice and inside knowledge on the entire PhD process. All stages are explained in simple terms, and potential pitfalls are clearly highlighted, along with how to avoid them. This accessible, informative and engaging book is highly recommended as essential reading to anyone considering undertaking a PhD. Dr Hillary J. Shaw, Senior Research Fellow, Centre for Urban Research on Austerity, De Montfort University The doctorate is an emotional and academic journey, filled with dilemmas and obstacles that are normal for every student. Offering a new perspective to help navigate and adjust to a new environment and culture of learning, this book seeks to answer questions like: •What if my research is not up to a PhD standard? •What makes a thesis original? •What if I cannot finish the course before the stipulated 3-year period? •What kind of training do I need before commencing a PhD? Drawn from the author's own experience, alongside the stories of other students and graduates, the book illustrates possible solutions to the academic and emotional challenges faced by today's PhD student. Key features: 1.Reflections from contemporary PhD students and graduates. 2.Comprehensive table of contents including research, proposal writing, avoiding plagiarism, publishing, and preparing for the viva voce. 3.Accessible and practical approach to the common problems faced by today's doctoral students. 4.Conversational style for an easy-to-read experience, particularly useful for international students whose first language is not English. 5.Simplified coverage of the research journey in a logical step-

by-step format from pre-application to the final Thesis Defence. Essential reading for students and supervisors, *A Social Science Student's Guide to Surviving Your PhD* will also be of use to international students seeking to gain further insight into the application process and the demands of research degrees in the UK. Dr Kohol Shadrach Iornem is a senior lecturer at the International Foundation Group, London, UK, where he teaches Business Management, Organisational Behaviour and Study Skills. He is also the Director of Programmes at London Graduate School.

How to Do Your Research Project

A Guide for Students in Medicine and The Health Sciences

John Wiley & Sons Getting involved in medical and biomedical research through necessity or personal choice can be a testing experience. Each step of the process brings its own challenges, from liaising with supervisors, to the lack of opportunities to promote completed research. This brand new *How to* provides a complete guide to the process: from the planning stages, to execution, write-up, preparation for the viva examination, and how to maximise the impact of your research. It ensures you get the most out of the experience, both in terms of personal development and academic achievement, and even provides guidance on what to do when things don't quite go to plan. An ideal companion, written by an experienced postgraduate tutor, this concise and user-friendly manual is full of practical exercises, key points, and hints and tips, which will give you the edge when dealing with the more elusive realities of medical and healthcare research.

Answer Plans for the MRCGP

CRC Press *Answer Plans for the MRCGP* offers an invaluable opportunity for readers to assess their exam technique. Many formats are covered in the 70 questions, and these are accompanied by full suggested answers incorporating current evidence in the form of guidelines, reviews, and up-to-date papers. The aim is to encourage the use of evidence-based medicine to support structured answers. Uniquely, the book provides practical advice to the vivas, including 50 typical questions and appropriate answer notes for each, formatted for the time limits of the modern exam. Additional viva questions and further dilemmas are presented for self assessment or small group work.

Trauma for the FRCS (TR+ORTH) Examination

Oxford University Press The FRCS (Tr+Orth) exam is a serious challenge for Orthopaedic Specialist Registrars and represents one of the final hurdles on the path to becoming a Consultant Orthopaedic Surgeon. *Trauma for the FRCS (Tr+Orth) Examination* is a dedicated revision resource for trauma that provides candidates with high quality self-assessment in order to maximise exam success. Written by expert consultants and senior trainees/fellows, this book features over 100 Single Best Answer Questions, over 70 Extended Matching Questions, and 70 Vivas specialising in trauma. Each answer contains an up to date explanation, and helpful sources for further reading to ensure quick identification of key areas you need to focus on more thoroughly. This revision resource is ideal for preparing you for the trauma questions within this challenging exam.

Surgical Finals

Passing the Clinical

PasTest Ltd Written for medical students, this book is designed to increase the chances of success in the clinical part of their final examinations. It also features useful tips for preparation of Vivas, OSCEs, OSLEs and the long and short cases, relevant questions to include when taking a history in the long case, and a comprehensive revision index.

Medicine

Elsevier Health Sciences This title is directed primarily towards health care professionals outside of the United States. It is a one-volume core revision text covering general or internal medicine, designed to stimulate the student into assessing his/her own knowledge during self-directed learning and exam preparation. The emphasis on self-assessment is designed to make learning easier and more enjoyable. The structure of the book is: An introductory chapter on how best to use the book; each chapter section starts with learning objectives; a core text of a clinical system; and a self-assessment section at the end of each chapter allowing the student to assess progress in the application of the facts to common clinical problems. a concise synoptic (not telegraphic text) a range of self-assessment material covers core knowledge so the student knows the whole book is essential includes learning objectives contains simple and memorable diagrams idea for learning as well as examination review, specifically trying to stimulate the student into assessing his/her own knowledge

Returning to Study for a Research Degree

McGraw-Hill Education (UK) The book provides practical guidance to help returning students to balance study, work, leisure and family life as well as suggesting strategies that will help them to enhance their skills, develop critical awareness and become more creative.

Clinical Skills

Oxford University Press *Clinical Skills, Second Edition* is a comprehensive, practical guide to the art of history taking and examination. Heavily illustrated and packed with sage advice, this textbook is essential reading for medical students preparing for OSCEs and beyond.

Oxford Textbook of Medical Education

Oxford University Press Providing a comprehensive and evidence-based reference guide for those who have a strong and scholarly interest in medical education, the *Oxford Textbook of Medical Education* contains everything the medical educator needs to know in order to deliver the knowledge, skills, and behaviour that doctors need. The book explicitly states what constitutes best practice and gives an account of the evidence base that corroborates this. Describing the theoretical educational principles that lay the foundations of best practice in medical education, the book gives readers a through grounding in all aspects of this discipline. Contributors to this book come from a variety of different backgrounds, disciplines and locations, producing a book that is truly original and international.

Essentials of Forensic Medicine and Toxicology, 1st Edition

Essentials of Forensic Medicine and Toxicology, 1st Edition

Elsevier Health Sciences *Essentials of Forensic Medicine and Toxicology, 1st Edition*

The Unwritten Rules of PhD Research

McGraw-Hill Education (UK) This title, from Gordon Rugg and Marian Petre, discusses the unwritten rules of the academic world, the things people forget to tell you about doing a doctorate.

Examination Anaesthesia

Elsevier Australia Examination Anaesthesia, 2nd Edition is a comprehensive study guide that focuses solely on the anaesthetic exam, eliminating confusion between this and the intensive care exams.

2000 IEEE International Conference on Acoustics, Speech and Signal Processing

IEEE Standards Office

Assessing the Viva in Higher Education

Chasing Moments of Truth

Springer This book makes the case for a revival in interest in the viva. As an oral assessment of a treatise or dissertation or of a student's performance in art or dance the viva has a long history dating back to the time of the Greeks. It can be found today in the form of professional, vocational and academic vivas, where a judgment of oral performance is required to gain entry into a profession or community of scholars. In a time when there are scandals about students selling essays to other students, the viva provides a fertile ground for probing the student to see whether they are in fact the authors of the work being assessed and know its content and how to think cognitively or otherwise. Given that we actually know so little about the viva, the book theorises the viva based on a unique sample of vivas that have been filmed or in which the author himself has been participant, and discusses why its format is so different in Anglo-Saxon languages and Latin and other languages. The book offers educational policy-makers and examiners a trade-off between arguments in support of the viva and the demand for other, ever more cost-effective forms of assessment as the numbers of both undergraduate and postgraduate students threaten to increase. It also argues that with demand in the labour market for qualified graduates who are better equipped with transferable skills, such as the ability to communicate complex ideas verbally in a competent, well-argued fashion and not merely through the use of rhetoric, what appear to be cost-effective forms of assessment in the short run (e.g. written exams with standardised questions or multiple choice) may actually in the long run be of less value if we are investing in a future workforce with so-called 21st century communication skills. If the viva were abandoned, the student would be robbed of the opportunity to stage a defence.

How To Survive Your Viva: Defending A Thesis In An Oral Examination

Defending a Thesis in an Oral Examination

McGraw-Hill Education (UK) How to Survive Your Viva.

Examination Intensive Care Medicine

Elsevier Australia A high-quality, exam-focused resource to facilitate passage through ICU Fellowship examinations. This is the first publication to specifically meet the goals of an examination guide for ICM trainees.

OSCEs at a Glance

John Wiley & Sons Following the familiar, easy-to-use at a Glance format, OSCEs at a Glance 2nd Edition is both a revision guide and a comprehensive introduction to objective structured clinical examinations for medical students. Fully revised to suit the current curriculum, and written with student feedback and experiences in mind, this full-colour textbook contains brand new and comprehensively indexed chapters which include 32 new OSCE stations, covering distinct areas of specialisation as well as broader practical and communication skills covered in the exams. This new edition of OSCEs at a Glance is also supported by a companion website at www.ataglanceseries.com/osces containing downloadable OSCE checklists - perfect for testing knowledge in the run-up to exams. This title is also available as a mobile App from MedHand Mobile Libraries. Buy it now from Google Play or the MedHand Store.

Community Medicine: Practical Manual - E-book

Elsevier Health Sciences Reflecting author's experience as a teacher, guide and examiner this book is primarily for the MBBS students to face the practical examination and viva; however, it is also useful for the students pursuing MD/DNB (Community Medicine), MPH, DPH and other relevant disciplines. The book is designed with many figures and tables for easy understanding. Practical part of the book includes spotters with coloured figures, exercises with solutions and clinicosocial case with details of specific cases. Additionally, chapters such as dietary assessment, family study proforma and visits to various centres are included. Viva part includes important sample theory viva questions with answers. This book is provided with online content which includes additional practical and viva questions, answers to practice exercises, links to health programmes and useful websites, and images in community medicine. Topics such as OSCE/OSPE, food adulteration and tips for PowerPoint presentation are also included in the online content.

Me n Mine-Mathematics-Term-2-TM

Saraswati House Pvt Ltd A text book on Maths

Interview Questions and Answers

How2Become Ltd

Master Medicine: Physiology

A core text of human physiology with self assessment

Elsevier Health Sciences This title is part of a series of books that reflects the trend towards a core curriculum and self-directed learning. The content is restricted to the 'must know' core information presented in a synoptic style. The diagrams that support the text are in a style that the reader can remember and reproduce in examinations. Each chapter ends with a selection of self-assessment material and full explanatory answers. These consolidate and expand on the chapter contents. Concise synoptic (not telegraphic text). Appropriate self-assessment material. Only covers core, so student knows the whole book is essential. Includes key objectives. Contains simple and memorable diagrams for reproduction in exams. Ideal for learning as well as examination review, specifically trying to stimulate the student into assessing his/her own knowledge. The books in the series both complement other available major texts, but also contain enough material to stand in the own right. Provides examination practice. Part of co-ordinated series.

The Physiology Viva Questions & Answers

Practical Guide to Viva and OSCE in Ophthalmology Examinations

World Scientific Practical Guide to VIVA and OSCE in Ophthalmology Examinations is an essential study guide presented in a direct, exam-style question-and-answer format. It combines detailed explanations with high quality clinical photographs tailor-made to help readers ace specialist oral examinations (MMed, MRCS, FRCS, FRCOphth, FAMS, FRANZCO). Co-authored by ophthalmology trainees who took the final MMed and FRCOphth (Oral) in 2016 and 2017, this is a book written by trainees, for trainees, with prominent author contribution by Prof Wong Tien Yin. This book provides invaluable guidance to readers in presenting their answers in a logical, succinct and elegant manner. Practical Guide to VIVA and OSCE in Ophthalmology Examinations aims to complement the book titled The Ophthalmology Examinations Review by Prof Tien Yin Wong to guide candidates onto the path of success in examinations. This book illustrates the answering techniques employed during examinations, utilizing clinical photographs accompanied by a full template answer script of various high yield conditions. The style and format has been intentionally designed to simulate examination conditions and to provide candidates with ample practice in preparation for the examination. Most major ophthalmic degrees require trainees to take and pass an oral ophthalmic exam. This book fills a significant void in the market for ophthalmic training, where texts combining clinical photos and actual exam answering techniques are severely lacking. Readers will be able to follow the answering techniques and examples provided within the book so as to better cope with the clinical exams. Contents: CataractsCorneaGlaucomaVitreoretina and UveitisNeuro-OphthalmologyOculoplasticsPediatricsRefractiveMiscellaneous Readership: University students and course facilitators. Keywords: VIVA;OSCE;Ophthalmology Examinations;Q&A;Atlas;GuidebookReview: Key Features: Provision of high quality and more complex clinical photos for discussionDetailed and to the point answering with full scripts provided relevant to the clinical photograph providedProminent author contribution by Prof Wong Tien Yin

Chemistry Lab Manual Class XI | follows the latest CBSE syllabus and other State Board following the CBSE Curriculum.

EduGorilla Community Pvt. Ltd. With the NEP 2020 and expansion of research and knowledge has changed the face of education to a great extent. In the Modern times, education is not just constricted top the lecture method but also includes a practical knowledge of certain subjects. This way of education helps a student to grasp the basic concepts and principles. Thus, trying to break the stereotype that subjects like Physics, Chemistry and Biology means studying lengthy formulas, complex structures, and handling complicated instruments, we are trying to make education easy, fun, and enjoyable.

Vivas and Communication Skills in Surgery

The viva component of the MRCS examination is traditionally the most feared and elusive part of the whole exam. Contained within the syllabus of core and system modules there are favourite examination topics which are more commonly asked than others. This new book covers all these popular subjects and illustrates them with sample viva-style questions. The answers give the candidate guidance on how to respond to these effectively and on what is required to pass the exam. This new book has been written to aid any candidate in preparing to sit a surgical viva, and will be of value to MRCS candidates as well as students for undergraduate surgical finals and surgical registrars prior to the exit examination. Covers the six major subject areas of the MRCS viva exam: applied surgical anatomy, operative surgery, clinical pathology, principles of surgery, applied physiology, and critical care. Includes coverage of the new communication skills section, designed to test the candidate's ability to communicate with patients and supply information to colleagues. Provides over 160 viva topics with subsidiary questions in the style of the exam. Targets the hardest part of the exam which has the lowest pass rate.

Cassell's Latin dictionary, by J.R. and C. Beard

Proceedings of the Parliament of South Australia

With Copies of Documents Ordered to be Printed ...

Succeeding With Your Master'S Dissertation: A Step-By-Step Handbook

McGraw-Hill Education (UK) Succeeding with your Master's Dissertation is a step-by-step guide to completing your Master's dissertation.

Total Revision for the Final FRCA

PasTest Ltd Written specifically for the new examination format, this new book is an essential tool for all those preparing for the final FRCA exam. For easy access to key topics, a revision index is provided.

The Activities of Bacterial Pathogens in Vivo

Based on Contributions to a Royal Society Discussion Meeting, London, UK : Meeting Held on 20-21 October 1999

World Scientific Pathogenic bacteria have unique biological properties, which enable them to invade a host and cause sickness. The molecular bases of these biological properties are the determinants of pathogenicity, and the research objectives are to recognize them, identify them chemically and relate their structure to function. Most of our present knowledge comes from studies with cultures in vitro . However, there is a rising interest in bacterial behaviour in the infected host and new methods have been developed for studying it. This book describes those methods and shows how they, and a recent surge in conventional studies, are shedding light on the activities of bacterial pathogens in vivo . It discusses bacterial and host factors that operate in vivo to cause illness, showing how phenomena recognized in vitro relate to behaviour in vivo and, if evidence of relevance is not available now, indicating how it might be obtained. Sample Chapter(s). Chapter 1.1: Introduction (144 KB). Chapter 1.2: Questions about the Determinants of Bacterial Growth in Vivo (202 KB). Chapter 1.3: Questions about the Production in Vivo of Determinants of Mucosal Colonization, Penetration, Interference with Host Defence and Damage to the Host (179 KB). Chapter 1.4: Sialylation of Gonococcal Lps by Host CMP-NANA and Effect of Lactate: A Paradigm for Investigation of Behaviour in Vivo (191 KB). Chapter 1.5: Concluding Remarks (215 KB). Contents: Introduction: Questions about the Behaviour of Bacterial Pathogens In Vivo (H Smith); DNA Topology and Adaptation of Salmonella Typhimurium to an Intracellular Environment (D G Marshall et al.); New Methods for Studying Bacterial Behaviour In Vivo: The Pathogenesis of Shigella Flexneri Infection: Lessons from In Vitro and In Vivo Studies (D J Philpott et al.); Detection and Analysis of Gene Expression During Infection by In Vivo Expression Technology (D S Merrell & A Camilli); Measurement of Bacterial Gene Expression In Vivo (I Hautefort & J C D Hinton); Identification and Analysis of Bacterial Virulence Genes In Vivo (K E Unsworth & D W Holden); Salmonella Interactions with Host Cells: In Vitro to In Vivo (B B Finlay & J H Brumell); Impact of the New Methods: In Vivo Gene Expression and the Adaptive Response: From Pathogenesis to Vaccines and Antimicrobials (D M Heithoff et al.); Challenge of Investigating Biologically Relevant Functions of Virulence Factors in Bacterial Pathogens (R Moxon & C Tang); Virulence Gene Regulation Inside and Outside (V J DiRita et al.); Evidence for Operation In Vivo of Aspects of Pathogenicity Revealed by Recent Work In Vivo: Potential Use of New Methods: Quorum Sensing and the Population-Dependent Control of Virulence (P Williams et al.); Type III Secretion: A Bacterial Device for Close Combat with Cells of Their Eukaryotic Host (G R

Cornelis); Evolution of Microbial Pathogens (J Morschhuser et al.); The Immune Responses to Bacterial Antigens Encountered In Vivo at Mucosal Surfaces (G Dougan et al.).
Readership: Graduate students and researchers in microbiology."

EBOOK: Succeeding with your Master's Dissertation: A Step-by-Step Handbook

Step-by-step Handbook

McGraw-Hill Education (UK) What do I need to do to write a literature, context or systematic review? How do I explain my research methods and write up my findings? Help! How do I prepare for a viva? This essential handbook carefully guides the student through the entire dissertation process from start to finish, offering clear, straightforward and practical advice. Biggam uses clear illustrations of what students should do- or not do - to reach their full potential, helping them to succeed with their dissertation and avoid common pitfalls along the way. Thoroughly updated, this popular book takes the student from research proposal, through literature reviews, research methods, and writing up, referencing and avoiding plagiarism, through to submission and marking, featuring: • New chapter on 'Introducing the Master's Dissertation' focusing on the skills you need to succeed • New material on Contextual Review for computer science, art and performance art students • Updated material on the benefits of using university library databases and social media in research • Expanded advice on the emotional journey and where to find assistance and support • New Research Methods chapter for art, drama and computer science students This is key reading for any social science, business, humanities or healthcare student required to complete a dissertation as part of their studies. It will also prove useful for undergraduate students considering postgraduate studies and for supervisors facilitating dissertation supervision. "This book is a really excellent and friendly guide through the Master's dissertation process. It is clearly and engagingly written and easily understandable to a student. It also guides students gently from a general understanding in the first chapter, down to a significant level of detail in each subsequent chapter with worked examples and relevant practical tips. It also usefully highlights common mistakes. The book presents a realistic view of undertaking a Master's degree, presenting the generic skills needed for success and acknowledging that life outside the dissertation is complex, messy, and can sometimes get in the way! It is particularly useful and relevant to my students as, unlike many other books on this topic, it does not ignore practice-based forms of research, in fact the book includes a substantial chapter on practice-as-research in the creative disciplines. This chapter includes software alongside creative arts and is therefore particularly suitable for inter- or multi-disciplinary postgraduates using technology to enhance their existing understanding of a subject (or their practice) through research. I also really like the fact that the chapter on Abstracts is at the end (where it belongs!) and that students are explicitly told to write it last - no matter how many times I tell my students this, it is a common and recurring mistake!" Daisy Abbott, School of Simulation and Visualisation, The Glasgow School of Art, UK "The dissertation component of a Master's programme can be very daunting for students. In this book John Biggam demystifies both the concept, and process of a dissertation. Biggam clearly explains the different parts of a dissertation, and offers a pragmatic structure which can be used by students to help frame their ideas. Also, the guidance given in the book is written in a reassuring tone which is never patronising. The summary on good practise in dissertation writing should be particularly useful during the planning stage, and as a final check for students." Dr Donna Murray SFHEA, Head of Taught Student Development, Institute for Academic Development, The University of Edinburgh, UK

EBOOK: How to Survive Your Viva: Defending a Thesis in an Oral Examination

McGraw-Hill Education (UK) ***** Amazon reviews for the second edition: "Again, Rowena Murray nails it! A perfectly balanced guide outlining truly useful tips to getting through your viva from someone who knows." "This is an excellent book. I found the book helpful in giving me a good understanding of what to expect, how to start with focusing on the specific areas suggested and how to develop my own style in marking up my thesis ... It certainly reduced my nerves going in knowing I had suggested areas fully prepared. A must have for anyone doing a viva!" How to Survive Your Viva 3e is a concise, practical introduction that equips students with the skills they need to defend their thesis or dissertation. The oral examination requires the highest standard of communication skills. The book ensures you are ready for what can be a complex and intimidating experience, telling you what to expect, how to practise and prepare, what questions you might be asked and how to ensure your responses support your thesis. Written in an accessible style, this book draws on the tried and trusted material and activities created for viva preparation workshops run by the author over many years. Thoroughly updated but retaining its well-loved style, this 3rd edition provides: Planning tools for you to employ, plus summaries at the start of each chapter to help you prepare Checklists of how to do well in your oral examination, with action points to clarify what you should do next Example questions with samples of strong and weak answers, plus narratives of students' real viva experiences More on research into viva questions and different types of questions you may be asked, including specialist ones in your discipline Advice on condensing your rationale, framework,

methods and findings into a short verbal statement New material on maintaining positive body language, posture and eye contact for an assertive and calm viva The third edition is the essential handbook for all students and researchers anticipating an undergraduate, Masters or doctoral examination. It is also an invaluable reference for supervisors, tutors and examiners.

Microbiology and Infection

A Clinical Core Text for Integrated Curricula with Self-assessment

Elsevier Health Sciences An introductory text, this volume begins with an overview of the biology of microorganisms and pathogenesis of infection. The majority of the volume focuses upon the diagnosis of infectious diseases in all organs of the human body.

Science Lab Manual Class IX | As per the latest CBSE syllabus and other State Board following the curriculum of CBSE.

EduGorilla With the NEP 2020 and expansion of research and knowledge has changed the face of education to a great extent. In the Modern times, education is not just constricted top the lecture method but also includes a practical knowledge of certain subjects. This way of education helps a student to grasp the basic concepts and principles. Thus, trying to break the stereotype that subjects like Mathematics, and Science means studying lengthy formulas, complex structures, and handling complicated instruments, we are trying to make education easy, fun, and enjoyable.

Viva

Cause-Related Marketing

Case Studies From a Global Perspective

Springer Nature This textbook uses a case study approach to present a variety of cause-related marketing campaigns that have been developed by companies, and NGOs. These innovative case studies help students understand how such campaigns affect for-profit and non-profit organizations, customers, and society in general. This book also offers numerous useful examples to understand the theory of cause-related marketing and how it can be applied in different countries and cultural contexts. Lecturers will find the teaching notes provided with each case useful for the classroom.

Twenty Ways to Assess Personnel

Different Techniques and their Respective Advantages

Cambridge University Press We have many ways to assess people, but which method is best? Discover psychology-based methods optimized for accuracy.

Paediatrics

A Core Text with Self Assessment

Elsevier Health Sciences This title is directed primarily towards health care professionals outside of the United States. The Master Medicine series of books are ideal for the new approach to teaching, emphasising a core curriculum and self-directed learning. The content is restricted to the 'must know' core information and is presented in a synoptic style. The diagrams that support the text are in a style that students can remember and reproduce in exams. Each chapter ends with a selection of self-assessment material and full explanatory answers that consolidate and expand on the chapter contents. Concise text of the essential core material Accompanying self assessment material ideal for self-directed learning Simple line drawings of a style that can be easily reproduced in examinations Modern and appealing pages designli> Many new-style OSCE style questions - increasingly used in examinations. Learning objectives are clear nad helpful Contents are short and to the point - ideal for clinical attachments

Communication and Educational Technology - E-Book

Contemporary Pedagogy for Health Care Professionals

Elsevier Health Sciences Communication and Educational Technology is precisely written as per the syllabus prescribed for the undergraduate nursing studies. It is useful as an introductory textbook for the postgraduate nursing students and can also be of help for the other health care professionals to understand the concepts of communication and teaching-learning pedagogy. The book is an excellent attempt towards introducing the readers to the basics of communication and educational technology in the education of nurses and other health care professionals. The content has been updated and enriched by including new topics such as the following: Definition, types, organization, development process and models, and determinants of curriculum Meaning, purposes and components of item analysis including item difficulty, discrimination index and effectiveness of destructors The clinical teaching methods such as nursing case study, nursing case presentation, nursing rounds, bedside nursing clinics, nursing assignments, nursing care conference, health care team conference, process recording and field visit are presented in more details. A number of working examples have been added to facilitate ease of learning. A total of 350 multiple choice questions have been included in this textbook: 150 MCQs are placed within the end-of-chapter exercises and 200 comprehensive MCQs are placed in Appendix B. These will be useful for the readers to prepare for qualifying the postgraduate and doctoral level nursing entrance exams and nursing faculty/teachers' recruitment exams. Every chapter has been provided with Learning Objectives and Key Terms in its beginning.