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# Ent Practical Vikas Sinha

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Comprehensive Ophthalmology  
Manual of Clinical Cases in Ear, Nose and Throat - E-Book  
Anatomical Principles of Endoscopic Sinus Surgery  
Breakout Strategies for Emerging Markets  
Bailey & Love's Short Practice of Surgery  
Multidimensional Approach to Quality of Life Issues  
Customer Engagement Marketing  
Textbook of Ear, Nose and Throat Diseases  
From Innovation to Social Impact  
World Report 2021  
Clinical Atlas of ENT and Head & Neck Diseases  
3 volume set  
Clinical and Practical  
A Spatial Analysis  
Building Resilience to Shocks  
Business and Marketing Tactics for Achieving Growth  
Ophthalmology Clinics for Postgraduates  
Amitabh Bachchan  
Technologies for Development  
With Supplementary Book - Review of Ophthalmology  
Ear, Nose and Throat Simplified  
Clinical ENT Made Easy  
Diseases of Ear, Nose and Throat-Ebook  
Science and Empires  
Bioinformatics and Drug Discovery  
Ent Secrets  
Diseases of Ear, Nose & Throat  
Grounding Contemporary Theories of Practice into Entrepreneurship Studies  
Practical ENT  
Beyond Micro-credit  
Entrepreneurship As Practice  
Logan Turner's Diseases of the Nose, Throat and Ear  
A Practical Guide to Common Disorders  
Logan Turner's Diseases of the Nose, Throat and Ear, Head and Neck Surgery  
Textbook of Ear, Nose, Throat and Head-Neck Surgery  
Clinical Methods in Ophthalmology: Practical Manual for Undergraduates  
Events of 2020  
A Kaleidoscope

3RD edition, 2018

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## HARVEY DELACRUZ

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**Comprehensive Ophthalmology** Jaypee Brothers Medical Publishers

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.

**Manual of Clinical Cases in Ear, Nose and Throat - E-Book** Humana Press

Provides clinical information in a simple format with multiple charts, tables and illustrations. It will be extremely useful as a guide to the MBBS students and postgraduate students and students appearing in diploma/masters examinations.

**Anatomical Principles of Endoscopic Sinus Surgery** JP Medical Ltd  
Endoscopic Sinus Surgery has progressed immensely in the last two decades. The interest in the subject and the desire to acquire proficiency in the surgical technique has led to enthusiastic attendance at numerous workshops. The introduction of motorized instruments, laser, image guided surgery etc., and the evolving concepts of the 'right way' to do the surgery are steps to making this procedure as functional as possible. However, the basic need of aspiring surgeons is still an accurate knowledge of the anatomy of the region, a three-dimensional concept, which

will allow them to approach and clear disease from the narrow recesses of the nose and the paranasal sinuses and restore function to near normal. In this respect, this book, with its methodical approach and excellent illustrations, will be of immense value to all aspiring and established sinus surgeons.

**Breakout Strategies for Emerging Markets** JP Medical Ltd  
Comprehensive Ophthalmology is the latest edition of this extensive guide to ophthalmology, which includes a free supplementary copy of Review of Ophthalmology. The main text has been thoroughly revised and updated, reorganised into six sections for ease of reference. These sections cover anatomy and physiology of the eye, optics and refraction, diseases of the eye, ocular therapeutics, systemic and community ophthalmology, and practical ophthalmology. The book is divided into 26 chapters, each beginning with a brief overview of the topic followed by relevant anatomy and physiology. The supplementary book Review of Ophthalmology is also thoroughly revised and updated with recent advances, new concepts and principles of investigation, treatment, and surgical procedures developed since the previous edition. The second half of the book provides multiple choice questions corresponding to each of the twenty review chapters. With over 600 full colour images and illustrations and the opportunity for self-assessment in the additional review book, Comprehensive Ophthalmology is an ideal resource for undergraduates, residents and practising ophthalmologists. Key Points Fully revised and updated edition of this comprehensive guide to ophthalmology Previous edition published 2014 (9781848290723) Reorganised into six sections for ease of reference 611 full colour images and illustrations Includes supplementary book: Review of Ophthalmology, with MCQs

**Bailey & Love's Short Practice of Surgery** Springer Science & Business Media  
The twelfth edition of this textbook has been fully revised to present undergraduates and ENT trainees with the most recent advances in the diagnosis and treatment of ear, nose and throat diseases. Organised by anatomical region, each section begins with anatomy and physiology then covers the investigation, diagnosis and management of related diseases and disorders. Each section includes multiple choice questions (MCQs) for self

assessment. This new edition includes many new illustrations, as well as additional chapters on neck masses, chemotherapy for head or neck tumours, otolaryngologic concerns in syndromal children, and histopathology of common ENT diseases. Key points Fully revised, new edition on ear, nose and throat diseases Organised by anatomical region, covering many disorders MCQs included for self assessment in each section Nearly 400 full colour images and illustrations Previous edition published in 2008 Practical ENT

This is the thoroughly rewritten and revised edition of a popular and comprehensive textbook in otorhinolaryngology and head-neck surgery that covers theoretical, clinical and practical aspects of the subject, including recent advances. The text has been improved and modified keeping in mind student feedback. In this edition new information has been added based on the development in the speciality to keep the book up-to-date and contemporary. It is a unique textbook written in a simple, lucid manner and is a must for every undergraduate medical student who seeks to acquire knowledge in all essential aspects of this subject. The postgraduate students will also find this book useful as a comprehensive preparatory manual for their examinations. The book is full of colour illustrations and clinical material in an atlas form that will be useful for both the students as well as the practitioners. It also covers basic aspects of allied subjects like anaesthesia, radiotherapy, chemotherapy, etc.

**Multidimensional Approach to Quality of Life Issues** John Wiley & Sons

Beyond Micro-Credit sets out how Indian Micro-Finance Initiatives are combining micro-finance with a wide range of development goals, these include not only poverty alleviation through providing savings, credit and insurance services but also promoting livelihoods, empowering women, building people's organizations and changing institutions.

**Customer Engagement Marketing** Jaypee Brothers Medical Publishers

This atlas and text is a practical guide to otolaryngology for medical trainees. Divided into seven sections, each part is dedicated to a different area in the head and neck - nose, paranasal sinuses, pharynx, larynx, ear and neck, with a final

section on endoscopy. Each chapter begins with the anatomy, physiology and pathology of the region, followed by detailed discussion on the investigation, diagnosis and treatment of associated diseases and disorders. The interactive DVD ROM includes four Powerpoint presentations, as well as videos of surgical procedures. 400 full colour images and illustrations enhance learning. Key points Practical guide to ENT and head and neck diseases for trainees Detailed discussion on each region of the head and neck, and associated diseases Interactive DVD includes Powerpoint presentations and surgical videos Includes 400 full colour photographs and illustrations  
*Textbook of Ear, Nose and Throat Diseases* Vipassana Research Publications

Real strategies, tactics & solutions for succeeding in emerging markets now Attract non-consumers and upscale current customers Reflect local culture, tradition, and preferences across your business Make your products easier to find, buy, and use Strengthen your brand and deliver on your brand promises Engage and serve all your stakeholders Build a sustainable, profitable business How big is your emerging market opportunity? Potential annual consumption will hit \$30 trillion by 2025, with \$10 trillion in India and China alone. Emerging economies are transforming markets worldwide—attracting multinationals, strengthening domestic firms, and launching local brands onto the global stage. Best of all, there are now proven best practices for succeeding in these markets. They've been developed the hard way: through the experiences of pioneers who've learned from mistakes and listened to their customers. This book's brand stories reflects these winning strategies. You'll learn from high-profile leaders like Gillette, Levi's, Starbucks, Alibaba, GlaxoSmith-Kline, and WeChat—and from great companies you'll discover for the first time. Linking theory to practice, the authors offer expert guidance on attracting non-users, adapting products, aligning with local culture, optimizing channels, building brands, upscaling, strengthening relationships, and much more. You've never had an opportunity this enormous. Nobody has. Get it right—with the right advice, right from the trenches. Emerging markets offer the biggest growth opportunity in the history of capitalism. This practical guide offers a comprehensive, strategic marketing perspective tailored to these new markets. Leading experts demonstrate how companies can succeed both today and

tomorrow, no matter what happens in the global economy. Breakout Strategies for Emerging Markets integrates insights drawn from the authors' extensive primary research worldwide, their pioneering academic research and case development, practical consulting and management experience, and their conversations with industry leaders on several continents. You will learn about the experiences and actions of both local and global enterprises in industries ranging from consumer goods to entertainment, apparel to finance. The authors share new insights for attracting non-users by developing products, aligning with local traditions, upscaling, selecting channels, financing, brand messaging, using e-commerce, building relationships, and more. Discover how to... Convert non-users: Optimize acceptability, affordability, accessibility, and awareness Create "functional Fusion": Adapt products to blend western and local elements Design "cultural fusion": Embed local tradition, history, language, and taste Democratize the offer: Make products more affordable, financially and psychologically Upscale the offer: Upgrade choices and experiences across the income spectrum Manage reach: Get your channels and supply chains right Reinvent reach: Leverage revolutionary channels and payment methods Build brand identity: Align your brand essence with your customer's experience Engage stakeholders: Serve the needs of every entity you touch

*From Innovation to Social Impact* JP Medical Ltd

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement.

*World Report 2021* Routledge

This innovative book takes seriously the ordinary activities of entrepreneurship and maps out new pathways for scholars to understand the nature, properties, and implications of studying practices for entrepreneurship studies. Entrepreneurship is

neither an art nor a science, but a bundle of practices, as Peter Drucker once observed. Curiously however, academic research on entrepreneurship mostly abstracts away from practical activity. In contrast, *Entrepreneurship As Practice* takes ordinary activities of entrepreneurship seriously by mapping out new pathways for scholars to consider the everyday practices through which entrepreneurship occurs. Each chapter draws on contemporary theories of practice to illuminate the nature, properties, and implications of studying the practices of entrepreneurship. The chapters in this book were originally published as a special issue of the journal *Entrepreneurship & Regional Development*.

**Clinical Atlas of ENT and Head & Neck Diseases** CBS

Publishers & Distributors Pvt Limited, India

*SCIENCE AND EMPIRES: FROM THE INTERNATIONAL COLLOQUIUM TO THE BOOK* Patrick PETITJEAN, Catherine JAMI and Anne Marie MOULIN The International Colloquium "Science and Empires - Historical Studies about Scientific Development and European Expansion" is the product of an International Colloquium, "Sciences and Empires - A Comparative History of Scientific Exchanges: European Expansion and Scientific Development in Asian, African, American and Oceanian Countries". Organized by the REHSEIS group (Research on Epistemology and History of Exact Sciences and Scientific Institutions) of CNRS (National Center for Scientific Research), the colloquium was held from 3 to 6 April 1990 in the UNESCO building in Paris. This colloquium was an idea of Professor Roshdi Rashed who initiated this field of studies in France some years ago, and proposed "Sciences and Empires" as one of the main research programmes for the project to organize such a colloquium was a bit REHSEIS group. of a gamble. Its subject, reflected in the title "Sciences and Empires", is not a currently-accepted sub-discipline of the history of science; rather, it refers to a set of questions which found autonomy only recently. The terminology was strongly debated by the participants and, as is frequently suggested in this book, awaits fuller clarification.

**3 volume set** Springer

This handbook is a practical, quick reference guide to clinical otolaryngology, for trainees. Beginning with an introduction to general topics within ENT, each of the following sections is dedicated to the ear, the nose and the throat, describing current diagnostic and management techniques for disorders of each of

those anatomical regions. The final chapters examine instruments and surgeries used for treatment and basic radiology concepts for clinical examination. Presented in an easy to read format, the text includes practical tips, model case sheets and frequently asked questions to enhance learning. Key points Practical guide to clinical ENT for trainees Covers diagnosis and management of numerous disorders Separate chapters on instruments and surgeries, and basic radiology Includes practical tips, model case sheets, frequently asked questions, figures and illustrations  
**Clinical and Practical** CRC Press

The essential M&A primer, updated with the latest research and statistics Mergers, Acquisitions, and Corporate Restructurings provides a comprehensive look at the field's growth and development, and places M&As in realistic context amidst changing trends, legislation, and global perspectives. All-inclusive coverage merges expert discussion with extensive graphs, research, and case studies to show how M&As can be used successfully, how each form works, and how they are governed by the laws of major countries. Strategies and motives are carefully analyzed alongside legalities each step of the way, and specific techniques are dissected to provide deep insight into real-world operations. This new seventh edition has been revised to improve clarity and approachability, and features the latest research and data to provide the most accurate assessment of the current M&A landscape. Ancillary materials include PowerPoint slides, a sample syllabus, and a test bank to facilitate training and streamline comprehension. As the global economy slows, merger and acquisition activity is expected to increase. This book provides an M&A primer for business executives and financial managers seeking a deeper understanding of how corporate restructuring can work for their companies. Understand the many forms of M&As, and the laws that govern them Learn the offensive and defensive techniques used during hostile acquisitions Delve into the strategies and motives that inspire M&As Access the latest data, research, and case studies on private equity, ethics, corporate governance, and more From large megadeals to various forms of downsizing, a full range of restructuring practices are currently being used to revitalize and supercharge companies around the world. Mergers, Acquisitions, and Corporate Restructurings is an essential resource for executives needing to quickly get up to date to plan their own company's next moves.

*A Spatial Analysis* Springer

Logan Turner's Diseases of the Nose, Throat and Ear, Volume 10 is intended to serve as a preparatory volume for senior students, general practitioners, and trainees in otolaryngology preparing for a fellowship examination in otolaryngology. The authors of this volume tried not to confine their presentations to pathology in Northern Europe given differences in the presentation of pathology in developed and the developing countries and the popularity of this book in Middle East, the Indian Subcontinent, and South East Asia. This book is organized into four main sections. The first three sections cover the anatomy, physiology, and diseases of the nose, head and neck, and the ear. The final section deals with pediatric otolaryngology. Several changes were made in this tenth volume. These include the presentation of otology, audiology, and otoneurology as an integrated whole; the rewriting of the section of rhinology; addition of a section on pediatric otolaryngology; and modification and expansion of the section on head and neck surgery. This book will be of interest to senior students, general practitioners, and trainees in otolaryngology.

*Building Resilience to Shocks* FT Press

This comprehensive volume provides a broad overview of quality of life issues covering a wide geographical region: North America, Europe, parts of Africa, East Asia, and South Asia. Spread over more than 25 chapters, it includes the latest findings from these regions to provide a multidisciplinary account of the major dimensions of quality of life, and therefore has a vast scope. The volume is divided into four thematic parts: theoretical dimension; Demographic dimension; socio-cultural and economic dimensions; and urban and environment related dimensions. Extensive maps, diagrams and tables accompany the discussions and facilitate understanding. This is an indispensable reference and serves the interest of students and scholars of human geography, economics, demography, sociology, anthropology, social work, and philosophy. It is particularly useful for those engaged in further research on quality of life issues.

*Business and Marketing Tactics for Achieving Growth* Jaypee Brothers, Medical Publishers Pvt. Limited

This new edition has been fully revised to provide undergraduate medical students with the latest information in the field of ENT. Beginning with an introduction to the importance of thorough

history taking, the following chapters explain examination techniques for different sections of the head – oral cavity, nose, ear, salivary glands, tonsils and pharynx, larynx, neck, thyroid gland, and cranial nerves. The book then discusses X-Ray interpretation, operative procedures and instruments, audiology, calorimetry, and applied anatomy of bones. The final sections of this practical guide provide FAQs for quick revision and case presentations to assist learning. The book is further enhanced by clinical photographs, diagrams and tables. Key points Fully revised, third edition providing undergraduates with practical guide to ENT Covers history taking, examination techniques for all sections of the head, X-Rays, operative procedures, applied anatomy, and more Features FAQs and case presentations for quick revision Previous edition published in 2013  
*Ophthalmology Clinics for Postgraduates* Elsevier  
The Handbook of ENT, authored by Dr. K. K. Sharan is a very comprehensive book that covers important topics regarding the diseases of ear, nose and throat regions quite elaborately. Throughout the book, he has discussed the intricacies of otorhinolaryngology with great sophistication yet simple presentation and lucid design. The author has described the diseases of the region and started with the scheme and manner of examination, diagnosis and treatment. His discussion of Otorhinolaryngology is scholarly and will help ENT practitioners in examination, diagnosis and treatment of diseases of ear with greater competence and insight. On rhinology, he has outlined many ailments of nose like mid-line granuloma, diseases of paranasal and frontal sinuses, nasal polyp etc. and its management. His exercise on rhinology will definitely add to the field of knowledge on the subject. On oropharynx, laryngopharynx and larynx, the book deals with ailments like acute follicular tonsillitis, chronic tonsillitis, carcinoma of tonsils, stridor, hoarseness of voice, etc. and will be very useful for undergraduate as well as post-graduate students and quite an addition for ENT surgeons dealing with complications and ailments of laryngeal region. His discussion on salivary and pituitary glands is masterly. Surgical procedures like Septoplasty, Tracheostomy and Mastoidectomy have been discussed in detail.  
**Amitabh Bachchan** Jaypee Brothers, Medical Publishers Pvt. Limited  
A beautifully illustrated monograph with 163 color photographs, is

one of the very few books to focus on the ENT patient in clinical methods.

**Technologies for Development** Elsevier Health Sciences

A very crisp yet detailed portrayal of Amitabh Bachchan's life - from his early days to date with interesting anecdotes from Mr Bachchan himself Never-before-seen photographs and a mix of movie stills and sketches Gives us a 360-degree view of Bachchan - the actor, the struggler, the family man, the businessman, the politician Amitabh Bachchan. The name itself is enough to make anyone sit up and take notice. A name that has become

synonymous with Indian cinema. One of the finest actors of our times and a demigod to many, Amitabh Bachchan, or Big B as he is fondly called by his fans, has had an indelible impact on the big screen as well as the small. As an actor, Bachchan's career spans over an astounding five decades, having essayed myriad characters and having worked with some of the biggest names in the film industry. No words, no adjectives, no superlatives would ever be enough to sum up the complete oeuvre of Amitabh Bachchan the actor. In Amitabh Bachchan: A Kaleidoscope, Pradeep Chandra and Vikas Chandra Sinha have embarked on the near-impossible task of chronicling the course of Amitabh

Bachchan's life, from his early days to date. Filled with personal anecdotes from the man himself; quotes from his immediate family, closest friends and colleagues who have been witness to his rise to mega stardom as well as his plummet; a collection of rare and never-seen-before photographs, paintings, sketches and movie stills, the book is a must-read for every Bachchan fan as well as every art and cinema aficionado. The book also gives a bird's-eye view of the many facets of Bachchan - the actor, the struggler, the family man, the businessman, the politician, the activist and above all, the fighter.

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