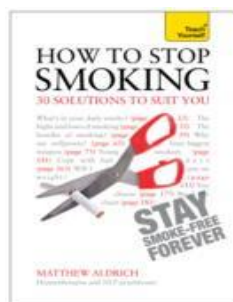


## How to Stop Smoking



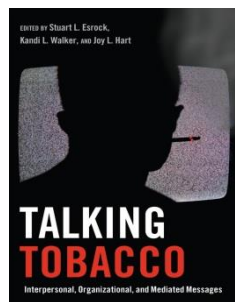
v měkké vazbě, 240 stran  
vyd. Hodder Education, IV/2013  
ISBN 9781444190168

běžná cena 402 Kč vč. DPH  
v této nabídce **330 Kč** vč. DPH

How To Stop Smoking offers anyone who wants to stop honest, balanced and trustworthy advice on how to kick the habit - forever. Written by a former smoker, now personal trainer and health guru, this is a practical guide which demolishes all the reasons for continuing to smoke one by one. It offers a variety of solutions to suit you, and also focuses on such key issues as physical and mental addiction and the questions and issues that surround giving up, and prevent people from doing so.

Enjoyable, motivating and fundamentally true, this realistic handbook really will work for you, whoever you are and however much you smoke.

## Talking Tobacco

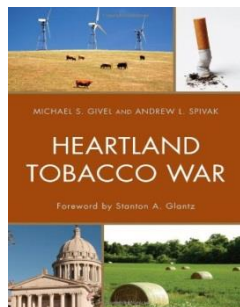


v měkké vazbě, 255 stran  
vyd. Peter Lang Publishing, I/2014  
ISBN 9781433114434

běžná cena 1.179 Kč vč. DPH  
v této nabídce **980 Kč** vč. DPH

Despite the widely recognized toll of tobacco and increasing action to curb tobacco use (e.g., increased excise taxes, smoking bans), smoking continues. Numerous messages about tobacco, smoking, and health circulate throughout society, but in spite of the prevalence of such messages and the importance of how they are constructed and interpreted, too little communication research has been dedicated to understanding and assessing tobacco-related messages. *Talking Tobacco* addresses the shortcoming. Featuring the work of top communication scholars, the volume advances theoretical knowledge, reviews state-of-the-art research, and shares new findings and insights on a variety of tobacco-related areas ranging from tobacco control efforts to corporate representations.

## Heartland Tobacco War



v pevné vazbě, 134 stran  
vyd. Lexington Books, VIII/2013  
ISBN 9780739176924

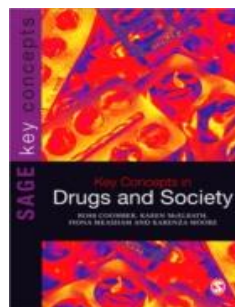
běžná cena 1.499 Kč vč. DPH  
v této nabídce **1.230 Kč** vč. DPH

Heartland Tobacco War chronicles the political and public relations battles between health advocates and forces supported by the tobacco industry in Oklahoma from the 1980s to the present. Michael S. Givel and Andrew L.

Spivak draw on previously-suppressed tobacco insider documents and first-hand interviews with key players in the conflict. This story of pro- and anti-tobacco lobbying and legislation in the nation's heartland especially highlights the unique role of Oklahoma's "renegade" Department of Health Commissioner, Dr. Leslie Bietsch.

After decades of political dominance by the tobacco industry, this single maverick bureaucrat in the early 2000s bypassed the usual insider politics of the legislature and employed aggressive public campaign strategies to bring about sweeping legal victories for clean indoor air and tobacco taxes in a very conservative state. The authors examine the Commissioner's aggressive advocacy in the context of insider and outsider policy advocacy, public administration ethics, the politics of bureaucratic activism and administrative lawmaking, and direct democracy. Heartland Tobacco War tells a story that will be of great relevance to public health practitioners, historians, health activists, health policy scholars, sociologists, public administration scholars, social movement and public interest group scholars, political scientists, public policy scholars, and anyone else interested in the politics of the tobacco industry.

## Key Concepts in Drugs and Society



v měkké vazbě, 208 stran  
vyd. Sage, IV/2013  
ISBN 9781847874856

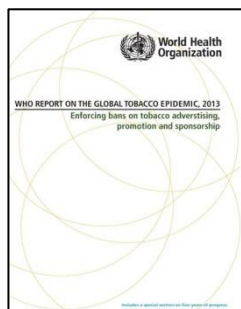
běžná cena 833 Kč vč. DPH  
v této nabídce **680 Kč** vč. DPH

How do we understand drug use? How are drugs related to our social worlds? How should drug use be understood, approached and dealt with? Insightful and illuminating, this book successfully discusses drugs in social contexts. In an elegant manner, the authors bring together their different theoretical and practical backgrounds, offering a comprehensive and interdisciplinary introduction that opens up a wide scientific understanding moving beyond cultural myths and presuppositions. Powerful and engaging, this book discusses main questions within the field of psychoactive drugs research, such as:

- \* Why do people take drugs?
- \* How do we understand moral panics?
- \* What is the relationship between drugs and violence?
- \* How do people's social positions influence their individual involvement in drug use?

This is an invaluable reference source for students on criminology, sociology and social sciences programmes, as well as students and drug service practitioners in social work, social policy and nursing.

## WHO Report on Global Tobacco Epidemic 2013



v měkké vazbě, 202 stran  
vyd. World Health Organization,  
IV/2014  
ISBN 9789241505871

běžná cena 1.174 Kč vč. DPH  
v této nabídce **980 Kč** vč. DPH

This report, WHO's fourth in the series, provides a country-level examination of the global tobacco epidemic and identifies countries that have applied selected measures for reducing tobacco use. Five years ago, WHO introduced the MPOWER measures as a practical, cost-effective way to scale up implementation of specific provisions of the WHO FCTC on the ground.

This report focuses on enforcing bans on tobacco advertising, promotion and sponsorship (TAPS). TAPS bans are one of the most powerful tools that countries can put in place to protect their populations. In the past two years, impressive progress has been made. The population covered by a TAPS ban has more than doubled, increasing by almost 400 million people. Demonstrating that such measures are not limited to high-income countries, 99% of the people newly covered live in low- and middle-income countries.

This and future editions of this report are key components of the global tobacco control fight, measuring how much has been achieved and identifying places where more work must be done.

## Lung Cancer

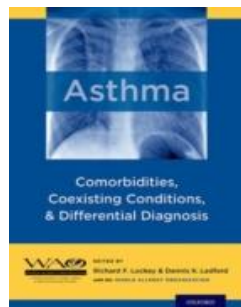


v pevné vazbě, 616 stran  
vyd. John Wiley & Sons, 4. vydání, V/2014  
ISBN 9781118468746

běžná cena 4.730 Kč vč. DPH  
v této nabídce **3.870 Kč** vč. DPH

Lung cancer has long been the number-one cause of death from cancer every year and the third most frequently diagnosed after breast and prostate cancers. In 2010, about 15% of all cancer diagnoses and 30% of all cancer deaths were due to lung cancer. Needless to say, there is a great need for more rapid advancements in diagnosis and treatment of this devastating disease. Here is the comprehensively revised, updated, and expanded edition of the well-established, evidence-based reference book that deals with the most recent advances in lung cancer prevention, screening, diagnosis, research, and treatment for the clinician. Edited and authored by leading authorities in the field, this Fourth Edition of the highly regarded Lung Cancer is better than ever –featuring nine new chapters along with seven re-formatted ones that are nearly brand new in content and approach. It covers Smoking Prevention and Cessation; Molecular Profiling; Somatic Genome Alterations in Human Lung Cancers; Management of Multi-Focal Bronchioloalveolar Carcinoma (BAC); Primary Tracheal Tumors; Predictive Tumor Biomarkers for EGFR Inhibitors; Non-Small Cell and Small-Cell Lung Carcinoma; and more.

## Asthma



v pevné vazbě, 528 stran  
vyd. Oxford University Press, IV/2014  
ISBN 9780199918065

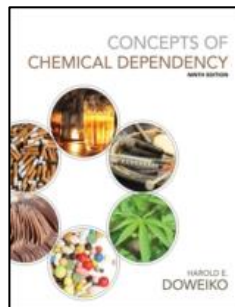
běžná cena 2.048 Kč vč. DPH  
v této nabídce **1.680 Kč** vč. DPH

Asthma sufferers number approximately 200 million worldwide, with 15-20 million of those in the United States. Multiple comorbid conditions occur with asthma, including rhinitis, rhinosinusitis, gastroesophageal reflux disease, sleep apnea, vocal cord dysfunction syndrome, obesity, and chronic obstructive pulmonary disease (COPD). Without identifying and caring for comorbid conditions, asthma cannot be treated appropriately.

Comorbidity of allergic diseases emphasizes that we must understand more about why different organs in individuals express allergy and others do not. The increase in multiple allergies occurring in a single patient makes the global burden even more complex, and an integrated approach to diagnosis and new treatment strategies and preventative approaches are required. Asthma: Comorbidities, Coexisting Conditions, and Differential Diagnosis is the first volume to provide a centralized, a comprehensive clinical reference on the diagnosis and management of the comorbid conditions that affect asthma.

Because comorbid conditions of asthma have not yet been included in international and national management guidelines, this volume will help fill a gap in current clinical knowledge, aiding physicians in delivering optimal patient care. Written and published in conjunction with the World Allergy Organization (WAO), this book consists of the latest research and reviews of current theory and practice.

## Concepts of Chemical Dependency



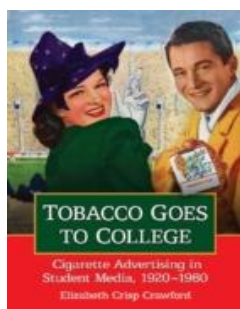
v měkké vazbě, 719 stran  
vyd. Cengage Learning, 9. vydání,  
IV/2014  
ISBN 9781285457178

běžná cena 3.616 Kč vč. DPH  
v této nabídce **2.960 Kč** vč. DPH

Concepts of Chemical Dependency, Ninth Edition, provides comprehensive coverage and the latest information on a full spectrum of substance use disorders and the compounds commonly abused. Topics include the abuse of and addiction to alcohol; how the active agent in marijuana, THC, affects neural growth and development; the emerging body of evidence suggesting a relationship between marijuana abuse and psychotic disorders; the emerging body of evidence suggesting that marijuana is not as benign as it was thought to be a few years ago; and the abuse of cough syrups. Adding to the book's usefulness and relevance, Doweiko also covers topics not usually discussed in other substance abuse books, including abuse of anabolic steroids, inhalants, infectious diseases associated with substance abuse, how the "war on drugs" has actually contributed to the problem of substance abuse/addiction in this country, and the "medical marijuana" debate.

This edition includes new information on synthetic marijuana, mephredone, and dextromethorphan, among other substances; updates reflecting the new DSM-5; and a new chapter on the Biopsychosocial Model of Addiction.

## Tobacco Goes to College

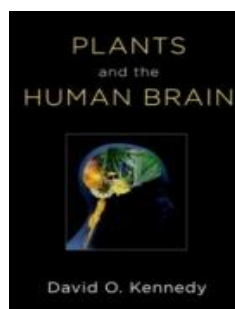


v měkké vazbě, 277 stran  
vyd. McFarland & Co, III/2014  
ISBN 9780786468195

běžná cena 1.285 Kč vč. DPH  
v této nabídce **1.060 Kč** vč. DPH

This is the first book to document the history of cigarette advertising on college and university campuses. From the 1920s to the 1960s, such advertisers had a strong financial grip on student media and thus a degree of financial power over colleges and universities across the nation. The tobacco industry's strength was so great many doubted whether student newspapers and other campus media could survive without them. When the Tobacco Institute, the organization that governed the industry, decided to pull their advertising in June of 1963 nearly 2,000 student publications needed to recover up to 50 percent of their newly lost revenue. Although student newspapers are the main focus of this book, tobacco's presence on campus permeated more than just the student paper. Cigarette brands were promoted at football games, on campus radio and through campus representatives, and promotional items were placed on campus in locations such as university stores and the student union.

## Plants and Human Brain



v pevné vazbě, 368 stran  
vyd. Oxford University Press, II/2014  
ISBN 9780199914012

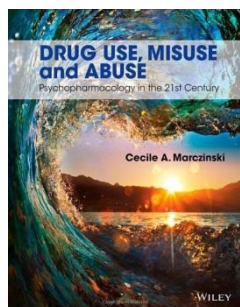
běžná cena 1.578 Kč vč. DPH  
v této nabídce **1.290 Kč** vč. DPH

We're all familiar with the idea that plant-derived chemicals can have an impact on the functioning of the human brain. Most of us reach for a cup of coffee or tea in the morning, many of us occasionally eat some chocolate, some smoke a cigarette or take an herbal supplement, and some people use illicit drugs. We know a great deal about the mechanisms by which the psychoactive components of these various products have their effects on human brain function, but the question of why they have these effects has been almost totally ignored.

This book sets out to describe not only how, but more importantly why, plant- and fungus-derived chemicals have their effects on the human brain. The answer to this last question resides, in part, with the terrestrial world's two dominant life forms, the plants and the insects, and the many ecological roles the 'secondary metabolite' plant chemicals are trying to play; for instance, defending the plant against insect herbivores whilst attracting insect pollinators. The answer also resides in the intersecting genetic heritage of mammals, plants, and insects and the surprising biological similarities between the three taxa.

In particular it revolves around the close correspondence between the brains of insects and humans, and the intercellular signaling pathways shared by plants and humans.

## Drug Use, Misuse and Abuse

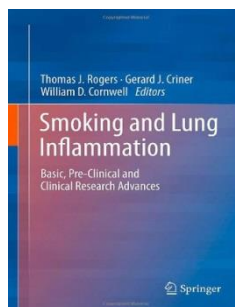


v měkké vazbě, 480 stran  
vyd. John Wiley & Sons, IV/2014  
ISBN 9781118539101

běžná cena 6.869 Kč vč. DPH  
v této nabídce **5.630 Kč** vč. DPH

This book presents a new approach to covering the basic principles and major topics found in a typical psychopharmacology course, while adding the newest exciting and controversial findings in the study of drug use, misuse and abuse. Included in this text are major drugs typically covered in an undergraduate psychopharmacology course, including caffeine, nicotine, cocaine, amphetamines including methamphetamine, alcohol, opiates, marijuana, the hallucinogens, antipsychotics, antidepressants, and anti-anxiety medications. Moreover, the content emphasizes the latest scientific findings in the field, including advances in imaging the living brain.

## Smoking and Lung Inflammation



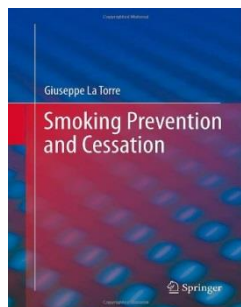
v pevné vazbě, 213 stran  
vyd. Springer, VII/2013  
ISBN 9781461473503

běžná cena 4.844 Kč vč. DPH  
v této nabídce **3.970 Kč** vč. DPH

Smoking and Lung Inflammation is the first book directly related to chronic lung inflammation of its kind in several respects. First, it focuses on both basic and clinical research on COPD, and the inflammatory mechanisms that function in these diseases. Second, it is unique with respect to scope of the discussion of the unusual characteristics of the immune response which occurs in these patients.

Third, it includes knowledge being gained from translational research conducted through clinical trials at several Medical Schools in the United States. Not only is this research providing information about novel drugs and therapies, but it is also advancing our understanding of the genetics of these diseases. This work will illuminate the molecular basis for these diseases, and hopefully will permit us to individualize the therapies for these diseases.

## Smoking Prevention and Cessation



v pevné vazbě, 478 stran  
vyd. Springer, VIII/2013  
ISBN 9781461470458

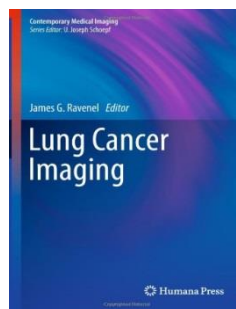
běžná cena 5.178 Kč vč. DPH  
v této nabídce **4.240 Kč** vč. DPH

Tobacco smoking is considered the big killer and one of the most avoidable risk factors for many human pathologies. Reducing and controlling tobacco smoking should be a primary aim for a certain population, in order to reduce harms to health caused by this important risk factor, and it seems urgent to adopt intervention tools involved in responsibility fields such as health care, education, politics, economy and media. Among health professionals the prevalence of tobacco smoke is extremely high, more than other professional categories, and this could be partly attributed to a low weight that tobacco smoking has in the medical curriculum of future physicians, that will contribute in a determinant way to healthy choices of their patients.

In order to realise that, the medical students need to be adequately trained with the aim of acquire competences and skills that help patients to prevent tobacco smoking and to increase smoking cessation, through a programme oriented to specific issue related to the potential harm of tobacco products. A survey conducted by Ferry et al. in the American Schools of Medicine underlined the lack of courses related to tobacco smoking.

Moreover, a randomised trial carried out by Cummings et al., the Schools of Medicine result as the ideal setting to teach smoking cessation techniques to health professionals. The National Cancer Institute in 1992 recommended that primary and secondary prevention interventions on tobacco smoking will become mandatory in the curriculum of Medical USA students.

## Lung Cancer Imaging



v pevné vazbě, 300 stran  
vyd. Humana Press, VII/2013  
ISBN 9781607616191

běžná cena 5.863 Kč vč. DPH  
v této nabídce **4.800 Kč** vč. DPH

While specialists often guide the care to lung cancer patients, it is often a general radiologist who is left to interpret studies that impact patient care and management. Lung Cancer Imaging provides a comprehensive guide to the diagnosis, staging and overview of the management of lung cancer relevant to practicing radiologists so that they can better understand the decision making issues and provide more directed and useful communication to the treating physicians. It Primary Care physicians will also find this book valuable to understand the relevant issues that they face when one of their patients is being treated for lung cancer.

## Demons: Our Changing Attitudes to Alcohol, Tobacco, and Drugs



v pevné vazbě, 304 stran  
vyd. Oxford University Press, XI/2013  
ISBN 9780199604982

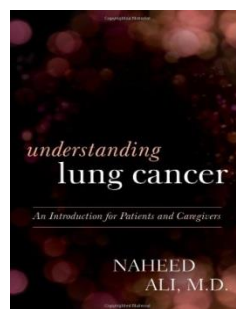
běžná cena 676 Kč vč. DPH  
v této nabídce **550 Kč** vč. DPH

Tabloid headlines attack the binge drinking of young women. Debates about the classification of cannabis continue, while major public health campaigns seek to reduce and ultimately eliminate smoking through health warnings and legislation. But the history of public health is not a simple one of changing attitudes resulting from increased medical knowledge, though that has played a key role, for instance since the identification of the link between smoking and lung cancer.

As Virginia Berridge shows in this fascinating exploration, attitudes to public health, and efforts to change it, have historically been driven by social, cultural, political, and economic and industrial factors, as well as advances in science. They have resulted in different responses to drugs, alcohol, and tobacco at different times, in different parts of the world. Opium dens in London, temperance and prohibition movements, the appearance of new recreational drugs in the 20th century, the changing attitudes to smoking: by taking us through such examples, moulded by socio-economic and political forces, including the growing power of pharmaceutical companies, Berridge illuminates current debates.

While our medical knowledge has advanced, other factors help shape our responses, as they have done in the past.

## Understanding Lung Cancer



v pevné vazbě, 382 stran  
vyd. Rowman & Littlefield, I/2014  
ISBN 9781442223233

běžná cena 911 Kč vč. DPH  
v této nabídce **750 Kč** vč. DPH

Cancer of any kind is scary, but lung cancer is unique in that most people think that only people who smoke can or do get it. The truth is that anyone can get lung cancer, and it can be deadly. In 2008 (the most recent year numbers are available), 208,493 people in the United States were diagnosed with lung cancer, while 158,592 people in the United States died from lung cancer.

Here, Dr. Naheed Ali dispels the notion that only smokers develop lung cancer, but also goes over their increased risk for getting the disease, while also considering the risk factors that non-smokers face. He provides background and tips for combating lung cancer, from prevention, to treatment, to coping with the disease should a person fall victim.

In typical fashion, Ali helps readers to understand what lung cancer is, how it develops, its different forms, and how both patients and caregivers can approach healing and treatment. Offering a clear background on the disease and its development, this work will help lung cancer sufferers and their friends and family better cope with and understand the diagnosis.

Your personal stop smoking plan. While some smokers successfully quit by going cold turkey, most people do better with a tailored plan to keep themselves on track. A good quit plan addresses both the short-term challenge of stopping smoking and the long-term challenge of preventing relapse. It should also be tailored to your specific needs and smoking habits. Questions to ask yourself. Take the time to think of what kind of smoker you are, which moments of your life call for a cigarette, and why. Some people have been able to find the motivation to quit just by calculating how much money they will save. It may be enough to pay for a summer vacation. Smokeless or spit tobacco is NOT a healthy alternative to smoking.