

## **Praise for 'The 10-minute consultation' series:**

"This is indeed a very impressive production and I congratulate you."

Professor Ian Graham, Ireland (on *The 10-minute consultation: cardiovascular risk*)

"*The 10-minute consultation: COPD* provides a practical, comprehensive guide on the diagnosis and management of COPD in primary care in a concise and easily readable format".

Dr Kevin Gruffydd-Jones, UK (on *The 10-minute consultation: COPD*)

"This is a marvelously accessible small pocketbook, enabling clinicians to gain immediate access to pivotal information in the diagnosis and management of COPD, and I commend it highly."

Professor Stephen T Holgate on behalf of the UK Respiratory Consortium (on *The 10-minute consultation: COPD*)

"What a useful little book – I hadn't realized how small and neat it would be!... Using a clear bulleted style, *The 10-minute consultation: COPD* not only answers the practical questions about how to diagnose and treat COPD, but also provides an insight into the key evidence that informs management guidelines. I predict this book will become an indispensable guide to GPs and nurses caring for people with COPD in primary care."

Dr Hilary Pinnock, a member of the Education sub-committee of the General Practice Airways Group (CPIAG) and co-lead of the education sub-committee of the International Primary Care Respiratory Group (on *The 10-minute consultation: COPD*)

"I think this is a brilliant concept, and beautifully written... There is a perception that chronic disease management is automatically a 'heart-sink' so sensible and practical advice like this is crucial."

Professor David W Haslam, UK (on *The 10-minute consultation: type 2 diabetes mellitus*)

"It was very acceptable for physicians and field force, the product was very useful and physicians defined it as a very important material for their daily practice."

Product Manager, Central America (on *The 10-minute consultation: cardiovascular risk* and *The 10-minute consultation: dyslipidaemia*)

"At the very least I think these books will be a fantastic resource for our reps."

Product Manager, Australia (on *The 10-minute consultation: cardiovascular risk* and *The 10-minute consultation: dyslipidaemia*)

"The format of the books look very good and I am sure will be received positively by our GPs."

Product Manager, UK (on *The 10-minute consultation: cardiovascular risk* and *The 10-minute consultation: dyslipidaemia*)

"...they were very popular and our reps got plenty of appointments on it... Our experiences are very good and I recommend it for others as well."

Product Manager, Norway (on *The 10-minute consultation: cardiovascular risk*, *The 10-minute consultation: dyslipidaemia* and the Body-Mass Index [BMI] Calculator Wheel)

"Medical education of physicians and nurses is very important and I believe that your booklet could be very helpful."

Product Manager, Germany (on *The 10-minute consultation: type 2 diabetes mellitus*)

*The 10-minute consultation: type 2 diabetes mellitus* was a highly commended runner-up in the primary health care category at the British Medical Association (BMA) Medical Book Awards 2010, receiving the following comments from the judging panel:

"I really like this book. It is perfectly pitched for general practice and the 10-minute consultation. For GPs like me, who feel somewhat de-skilled in managing diabetes now that it falls to our practice nurses, this is an excellent book to refresh and update knowledge. It is clear, precise, informative and practical. I shall keep it in my right hand drawer."

## **Praise for the 'Evidence & Efficacy' series:**

"These booklets are well accepted by specialists and are very much appreciated by our hospital and specialty sales reps... the book gives them [the specialists] a very useful overview of the most important studies in the field. Most studies are known by the specialists but usually they lack a book or presentation that very schematically (meaning always in the same manner) provides a summary of all the studies. Furthermore using the index the specialists are able to find the relevant studies for a specific topic."  
Marketing Manager, Switzerland (on *Evidence & Efficacy: Lipid-Modifying Therapy*)

"The feedback from our sales force and physicians couldn't be better! They loved the book so much that we're now planning to have more to deliver next cycle!"  
Product Manager, Portugal (on *Evidence & Efficacy: Lipid-Modifying Therapy 2nd Edition*)

*Evidence & Efficacy: Lipid-Modifying Therapy* won a commendation in the cardiology category of the British Medical Association (BMA) Medical Book of the Year Awards 2009, receiving the following comments from the judging panel:

"Succinct two-page synopsis of all the major lipid research studies – it is a great at-a-glance format. There is a very handy nomogram for converting units for cholesterol levels. The evidence base is grouped according to study type or patient sub-groups, so you can find information relating to statin therapy in diabetics, as well as non-diabetics, or the efficacy of statins in stroke prevention, etc. This book is very specific to, but extremely useful for, medical or academic medical physicians who work in public health, academia, diabetology, cardiology, public health or lipid medicine.

"It is a meta-reference containing the major studies in lipid therapy, grouped accordingly, with two page synopses of each. It is in effect, a handy 'at-a-glance' reference for the current evidence base in lipid-modifying therapy. It is just the sort of technical reference you would need for an academic paper, or for arguing with your local primary trust commissioning body about particular statin therapies for patients."

## **Praise for the Body-Mass Index (BMI) Calculator Wheel**

"As trained volunteers it is important, for our integrity and for themselves, our Health Mentors give accurate and trustworthy information and advice to their clients every time. The new BMI wheels from Cedilla Publishing are an important part of our quality assurance because the accuracy from the size and colour coding allows the volunteers to know that they are giving reliable information to clients about how their weight management is progressing. This is one time when we don't mind super-sizing! Thank you very much for all your help, assistance and excellent service."  
Salford Heart Care Support Group, UK

The BMI Calculator Wheel was one component of the 'Lose Weight, Feel Great' campaign by Ashton, Leigh and Wigan Primary Care Trust (UK) that won a Silver Award at the IPA Best of Health Awards 2009.

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