

The Attention Merchants The Epic Scramble To Get Inside Our Heads Pdf

This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you.

The Attention Merchants 2017-09-19 Tim Wu From the author of the award-winning *The Master Switch*, who coined the term "net neutrality"—a revelatory, ambitious and urgent account of how the capture and resale of human attention became the defining industry of our time. "Dazzling." —Financial Times Ours is often called an information economy, but at a moment when access to information is virtually unlimited, our attention has become the ultimate commodity. In nearly every

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moment of our waking lives, we face a barrage of efforts to harvest our attention. This condition is not simply the byproduct of recent technological innovations but the result of more than a century's growth and expansion in the industries that feed on human attention. Wu's narrative begins in the nineteenth century, when Benjamin Day discovered he could get rich selling newspapers for a penny. Since then, every new medium—from radio to television to Internet companies such as Google and Facebook—has attained commercial viability and immense riches by turning itself into an advertising platform. Since the early days, the basic business model of "attention merchants" has never changed: free diversion in exchange for a moment of

your time, sold in turn to the highest-bidding advertiser. Full of lively, unexpected storytelling and piercing insight, *The Attention Merchants* lays bare the true nature of a ubiquitous reality we can no longer afford to accept at face value.

The Attention Merchants 2016-10-18 Tim Wu From the author of the award-winning *The Master Switch*, who coined the term "net neutrality"—a revelatory, ambitious and urgent account of how the capture and resale of human attention became the defining industry of our time. One of the Best Books of the Year *The San Francisco Chronicle* * *The Philadelphia Inquirer* * *Vox* * *The Globe and Mail* (Toronto) Ours is often called an information economy, but at a moment when access to information is virtually unlimited, our attention has become the ultimate commodity. In nearly every moment of our waking lives, we face a barrage of efforts to harvest our attention. This condition is not simply the byproduct of recent technological innovations but the result of more than a century's growth and expansion in

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The Attention Merchants 2017-01-05 Tim Wu Attention merchant: an industrial-scale harvester of human attention. A firm whose business model is the mass capture of attention for resale to advertisers. In nearly every moment of our waking lives, we face a barrage of

advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention. Over the last century, few times or spaces have remained uncultivated by the 'attention merchants', contributing to the distracted, unfocused tenor of our times. Tim Wu argues that this is not simply the byproduct of recent inventions but the end result of more than a century's growth and expansion in the industries that feed on human attention. From the pre-Madison Avenue birth of advertising to TV's golden age to our present age of radically individualized choices, the business model of 'attention merchants' has always been the same. He describes the revolts that have risen against these relentless attempts to influence our consumption, from the remote control to FDA regulations to Apple's ad-blocking OS. But he makes clear that attention merchants grow ever-new heads, and their means of harvesting our attention have given rise to the defining industries of our time, changing our nature - cognitive, social, and otherwise - in ways unimaginable even a generation ago.

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SUMMARY - The Attention Merchants: The Epic Scramble To Get Inside Our Heads By Tim Wu 2021-06-09 Shortcut Edition * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover what dangers attention seekers represent. You will also discover that : the Obama presidency was not glamorous; attention seekers entertain you in every sense of the word; the attention seekers were born in New York City in the 1830s and 40s; the propaganda of the totalitarian states was heir to the British propaganda of World War I; the word "propaganda" is of religious origin; attention merchants entered homes at the same time as radio sets. You are constantly exposed to a veritable barrage: advertising, sponsored social networks, etc., are all efforts to attract and hold your attention. This attention that has found its merchants. The emergence and the dangers represented by attention merchants is the whole purpose of this summary, which for the first time studies in such a complete way a phenomenon that has remained

relatively in the shadows until now. *Buy now the summary of this book for the modest price of a cup of coffee!

The Master Switch 2010-11-02 Tim Wu A New Yorker and Fortune Best Book of the Year "A must-read for all Americans who want to remain the ones deciding what they can read, watch, and listen to." —Arianna Huffington Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&T—Tim Wu uncovers a time-honored pattern in which invention begets industry and industry begets empire. It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American

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information—come to be ruled by a corporate leviathan in possession of "the master switch"? Here, Tim Wu shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

The Attention Merchants 2016 Tim Wu From Tim Wu, author of the award-winning The Master Switch and who coined the phrase "net neutrality"—A revelatory look at the rise of "attention harvesting," and its transformative effect on our society and our selves. Attention merchant: an industrial-scale harvester of human attention. A firm whose business model is the mass capture of attention for resale to advertisers. In nearly every moment of our waking lives, we face a barrage of advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention. Over the last century, few times or spaces have remained uncultivated by the "attention merchants," contributing to the distracted, unfocused tenor of our times. Tim Wu argues that this is not simply the byproduct of recent inventions but the end result of

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Stand Out of Our Light 2018-05-31 James Williams
Argues that human freedom is threatened by systems of intelligent persuasion developed by tech giants who compete for our time and attention. This title is also available as Open Access.

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Who Controls the Internet? 2006-03-17 Jack Goldsmith
Is the Internet erasing national borders? Will the future of the Net be set by Internet engineers, rogue programmers, the United Nations, or powerful countries? Who's really in control of what's happening on the Net? In this provocative new book, Jack Goldsmith and Tim Wu tell the fascinating story of the Internet's challenge to governmental rule in the 1990s, and the ensuing battles with governments around the world. It's a book about the fate of one idea--that the Internet might liberate us forever from government, borders, and even our physical selves. We learn of Google's struggles with the French government and Yahoo's capitulation to the Chinese regime; of how the European Union sets privacy standards on the Net for the entire world; and of eBay's struggles with fraud and how it slowly learned to trust the FBI. In a decade of events the original vision is uprooted, as governments time and time again assert their power to direct the future of the Internet. The destiny of the Internet over the next decades, argue Goldsmith and Wu, will reflect

the interests of powerful nations and the conflicts within and between them. While acknowledging the many attractions of the earliest visions of the Internet, the authors describe the new order, and speaking to both its surprising virtues and unavoidable vices. Far from destroying the Internet, the experience of the last decade has led to a quiet rediscovery of some of the oldest functions and justifications for territorial government. While territorial governments have unavoidable problems, it has proven hard to replace what legitimacy governments have, and harder yet to replace the system of rule of law that controls the unchecked evils of anarchy. While the Net will change some of the ways that territorial states govern, it will not diminish the oldest and most fundamental roles of government and challenges of governance. Well written and filled with fascinating examples, including colorful portraits of many key players in Internet history, this is a work that is bound to stir heated debate in the cyberspace community.

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Image Makers 2000-07-20 Robert Jackall Talking dogs pitching ethnic food. Heart-tugging appeals for contributions. Recruitment calls for enlistment in the military. Tub-thumpers excoriating American society with over-the-top rhetoric. At every turn, Americans are exhorted to spend money, join organizations, rally to causes, or express outrage. Image Makers is a comprehensive analysis of modern advocacy-from commercials to public service ads to government propaganda-and its roots in advertising and public relations. Robert Jackall and Janice M. Hirota explore the fashioning of the apparatus of advocacy through the stories of two organizations, the Committee on Public Information, which sold the Great War to the American public, and the Advertising Council, which since the Second World War has been the main coordinator of public service advertising. They then turn to the career of William Bernbach, the adman's adman, who reinvented advertising and grappled creatively with the profound skepticism of a propaganda-weary midcentury public. Jackall and Hirota argue that the tools-in-trade

and habits of mind of "image makers" have now migrated into every corner of modern society. Advocacy is now a vocation for many, and American society abounds as well with "technicians in moral outrage," including street-smart impresarios, feminist preachers, and bombastic talk-radio hosts. The apparatus and ethos of advocacy give rise to endlessly shifting patterns of conflicting representations and claims, and in their midst *Image Makers* offers a clear and spirited understanding of advocacy in contemporary society and the quandaries it generates.

Paid Attention 2015-04-03 Faris Yakob As ever, the onus is on brands to find compelling ways to earn the attention of the consumer. Yet content scarcity has given way to overload, fixed channels have dissolved into fluid networks, and audiences have become participants in consumer-driven conversations. This shift requires a new course of action for brands; it demands new marketing imperatives. *Paid Attention* is a guide to modern advertising ideas: what they are, why they are

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evolving and how to have them. Spanning communication theory, neuroscience, creativity and innovation, media history, branding and emerging technologies, it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry. Packed with real-world examples of advertising campaigns for companies including Sony, Red Bull, HP and many more, *Paid Attention* provides a robust model for influencing human behaviour. Referencing a wide body of theory and praxis, from behavioural economics and sociology to technology and even science fiction, Faris Yakob maps advertising onto a wider analysis of culture. Containing practical advertising and branding templates, including a new advertising planning toolkit, it is ideal for students and practitioners looking to get noticed in today's cluttered marketplace. Online resources include additional toolkits with advice, techniques and best practice on brand behaviour, new ideas and effective communication.

Hollywood's Copyright Wars 2013-09-01 Peter Decherney Beginning with Thomas Edison's aggressive copyright disputes and concluding with recent lawsuits against YouTube, Hollywood's Copyright Wars follows the struggle of the film, television, and digital media industries to influence and adapt to copyright law. Though much of Hollywood's engagement with the law occurs offstage, in the larger theater of copyright, many of Hollywood's most valued treasures, from Modern Times (1936) to Star Wars (1977), cannot be fully understood without appreciating their legal controversies. Peter Decherney shows that the history of intellectual property in Hollywood has not always mirrored the evolution of the law and recounts these extralegal solutions and their impact on American media and culture.

Harvest 2018-01-31 Manjula Padmanabhan A futuristic satire on the trade in live organs from the Third World to the West. Om, a young man is driven by unemployment to sell his body parts for cash. Guards

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arrive to make his home into a germ-free zone. When his brother Jeetu returns unexpectedly, he is taken away as the donor. Om can't accept this. Java, his wife, is left alone. Will she too be seduced into selling her body for use by the rich westerners? Harvest won first prize in the first Onassis Cultural Competition for Theatre and was premiered in Greek at the Teatro Texnis, Athens. It has also been performed by a youth theatre in the UK, broadcast by the BBC World Service and made into a feature film, directed by Govind Nihalani, titled Body, which was screened at the Regus London Film Festival. The play is also studied by many colleges and universities to explain how globalisation works. Manjula Padmanabhan Born in Delhi to a diplomat family in 1953, she went to boarding school in her teenage years. After college, her determination to make her own way in life led to works in publishing and media-related fields. She won the Greek Onassis Award for her play Harvest. An award-winning film Deham was made by Govind Nihalani based on the play. She has written one more powerful play, Lights Out! (1984), Hidden Fires is a

series of monologues. *The Artist's Model* (1995) and *Sextet* are her other works.(1996). She has also authored a collection of short stories, called *Kleptomania*. Her most recent book, published in 2008, is *Escape*. Apart from writing newspaper columns she created comic strips. She created Suki, an Indian comic character, which was serialized as a strip in the *Sunday Observer*. Before 1997 (the year her play *Harvest* was staged) she was better known as a cartoonist and had a daily cartoon strip in *The Pioneer* newspaper. As playwright 1984 - "*Lights Out*" 2003. *Harvest*. London: Aurora Metro Press. As Author and Illustrator 2013. *Three Virgins and Other Stories* New Delhi, India: Zubaan Books. 2015. *Island of Lost Girls*. Hachette. 2011. *I am different! Can you find me?* Watertown, Mass: Charlesbridge Pub. 2008. *Escape*. Hachette. 2005. *Unprincess!* New Delhi: Puffin Books. 1986. *A Visit to the City Market* New Delhi: National Book Trust 2003. *Mouse Attack* As Illustrator Baig, Tara Ali, and Manjula Padmanabhan. 1979. *Indrani and the enchanted jungle*. New Delhi: Thomson Press (India) Ltd. Maithily

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Jagannathan and Manjula Padmanabhan. 1984. *Droopy dragon*. New Delhi: Thomson Press. *Comic Strips* 2005. *Double talk*. New Delhi: Penguin Books.

Frenemies 2019-06-04 Ken Auletta An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of *Googled Advertising and marketing* touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. *Mad Men* are turning into *Math Men* (and women--though too few), an instinctual art is transforming into a science, and we are a long way from the days of *Don Draper*. *Frenemies* is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as

new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

SUMMARY 1901 Edition Shortcut (author)

The Other Dark Matter 2021-11-19 Lina Zeldovich
Grossly ambitious and rooted in scientific scholarship, The Other Dark Matter shows how human excrement can be a life-saving, money-making resource—if we make better use of it. The average person produces about four hundred pounds of excrement a year. More than seven billion people live on this planet. Holy crap! Because of the diseases it spreads, we have learned to distance ourselves from our waste, but the long line of engineering marvels we've created to do so—from

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Roman sewage systems and medieval latrines to the immense, computerized treatment plants we use today—has also done considerable damage to the earth's ecology. Now scientists tell us: we've been wasting our waste. When recycled correctly, this resource, cheap and widely available, can be converted into a sustainable energy source, act as an organic fertilizer, provide effective medicinal therapy for antibiotic-resistant bacterial infection, and much more. In clear and engaging prose that draws on her extensive research and interviews, Lina Zeldovich documents the massive redistribution of nutrients and sanitation inequities across the globe. She profiles the pioneers of poop upcycling, from startups in African villages to innovators in American cities that convert sewage into fertilizer, biogas, crude oil, and even life-saving medicine. She breaks taboos surrounding sewage disposal and shows how hygienic waste repurposing can help battle climate change, reduce acid rain, and eliminate toxic algal blooms. Ultimately, she implores us to use our innate organic power for the greater good.

Don't just sit there and let it go to waste.

The Curse of Bigness 2018 Tim Wu From the man who coined the term "net neutrality" and who has made significant contributions to our understanding of antitrust policy and wireless communications, comes a call for tighter antitrust enforcement and an end to corporate bigness.

United States of Distraction 2018-08-13 Mickey Huff A provocative critique of how manipulation of media gives rise to disinformation, intolerance, and divisiveness, and what can be done to change direction. "Mickey Huff and Nolan Higdon emphasize what we can do today to restore the power of facts, truth, and fair, inclusive journalism as tools for people to keep political and corporate power subordinate to the engaged citizenry and the common good."—Ralph Nader The role of news media in a free society is to investigate, inform, and provide a crucial check on political power. But does it? It's no secret that the goal of corporate-owned media is

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to increase the profits of the few, not to empower the many. As a result, people are increasingly immersed in an information system structured to reinforce their social biases and market to their buying preferences. Journalism's essential role has been drastically compromised, and Donald Trump's repeated claims of "fake news" and framing of the media as "an enemy of the people" have made a bad scenario worse. Written in the spirit of resistance and hope, United States of Distraction offers a clear, concise appraisal of our current situation, and presents readers with action items for how to improve it. Praise for United States of Distraction: "A war of distraction is underway, media is the weapon, and our minds are the battlefield. Higdon and Huff have written a brilliant book of how we've gotten to this point, and how to educate ourselves to fight back and win."—Henry A. Giroux, author of American Nightmare: Facing the Challenge of Fascism "A timely and urgent demand re-asserting the central importance of civic pursuits—not commercialism—in U.S. media and society."—Ralph Nader "Higdon and

Huff have produced the best short introduction to the nature of Trump-era journalism and how the 'Post-Truth' media world is inimical to a democratic society that I have seen. The book is provocative and an entertaining read. Best of all, the analysis in United States of Distraction leads to concrete and do-able recommendations for how we can rectify this deplorable situation."—Robert W. McChesney, author of Rich Media, Poor Democracy: Communication Politics in Dubious Times "The U.S. wouldn't be able to hide its empire in plain sight were it not for the subservient 'free' press. United States of Distraction shows, in chilling detail, America's major media dysfunction—how the gutting of the fourth estate paved the road for fascism and what tools are critical to salvage our democracy."—Abby Martin, The Empire Files "Nolan Higdon and Mickey Huff provides us with a fearless and dangerous text that refuses the post-truth proliferation of fake news, disinformation, and media that serve the interests of the few. This is a vital wake-up call for how the public can protect itself against

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manipulation and authoritarianism through education and public interest media."—George Yancy, author of Backlash: What Happens When We Talk Honestly about Racism in America and Professor of Philosophy at Emory University "United States of Distraction challenges our hegemon-media's ideological mind control and the occupation of human thought. ... Huff and Higdon correctly call for mass critical resistance through truth telling by free minds. Power to the people!"—Peter Phillips, author of Giants: The Global Power Elite

Popular Culture 2012 Marcel Danesi Popular Culture: Introductory Perspectives seeks to define pop culture by exploring the ways that it fulfills our human desire for meaning. The second edition investigates current contexts for popular culture, including the rise of the digital global village through new technology and offers up-to-date examples that connect with today's students."

Writing for Hire 2016-10-17 Catherine L. Fisk

Professional writers may earn a tidy living for their work, but they seldom own their writing. Catherine Fisk traces the history of labor relations that defined authorship in film, TV, and advertising in the mid-twentieth century, showing why strikingly different norms of attribution emerged in these overlapping industries.

Utopia Is Creepy: And Other Provocations 2016-09-06
Nicholas Carr A freewheeling, sharp-shooting indictment of a tech-besotted culture. With razor wit, Nicholas Carr cuts through Silicon Valley's unsettlingly cheery vision of the technological future to ask a hard question: Have we been seduced by a lie? Gathering a decade's worth of posts from his blog, Rough Type, as well as his seminal essays, Utopia Is Creepy is "Carr's best hits for those who missed the last decade of his stream of thoughtful commentary about our love affair with technology and its effect on our relationships" (Richard Cytowic, New York Journal of Books). Carr draws on artists ranging from Walt Whitman to the

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Clash, while weaving in the latest findings from science and sociology. Carr's favorite targets are those zealots who believe so fervently in computers and data that they abandon common sense. Cheap digital tools do not make us all the next Fellini or Dylan. Social networks, diverting as they may be, are not vehicles for self-enlightenment. And "likes" and retweets are not going to elevate political discourse. Utopia Is Creepy compels us to question the technological momentum that has trapped us in its flow. "Resistance is never futile," argues Carr, and this book delivers the proof.

Why We Work 2015-09-01 Barry Schwartz An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But Professor Barry Schwartz proves that the answer is surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the

infrastructure of our society to accommodate this belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many people find immense fulfillment and satisfaction through “menial” jobs? Schwartz explores why so many believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth. Schwartz takes us through hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves that the root of what drives us to do good work can rarely be incentivized, and that the cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and

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empowering us all to find great work.

Which Side of History? 2020-10-13 James P. Steyer "A valuable primer on this moment where humans are deciding how much power over their lives they give to monopolies and algorithms." —DAVE EGGERS, bestselling author of *The Circle* Which Side of History? offers a collection of bold essays on how technology is affecting democracy, society, and our future. Featuring prominent national voices such as Sacha Baron Cohen, Marc Benioff, Ellen Pao, Ken Auletta, Chelsea Clinton, Tim Wu, Khaled Hosseini, Nicholas Kristof and Sheryl WuDunn, Jaron Lanier, Willow Bay, Sal Khan, Sherry Turkle, Shoshana Zuboff, Vivek Murthy, Geoffrey Canada, and many more. The essays focus on the extraordinary impact of technology on our privacy, kids and families, race and gender roles, democracy, climate change, and mental health. This groundbreaking book challenges opinion leaders and the broader public to take action to improve technology's effects on our lives. • Featuring notable journalists, engineers, entrepreneurs,

novelists, activists, filmmakers, business leaders, scholars, and researchers, including: Thomas Friedman, Kara Swisher, Michelle Alexander, Jennifer Siebel Newsom, Jenna Wortham, Cameron Kasky, Howard Gardner, and Tristan Harris. • Explores the ethical behavior of Big Tech, or the lack thereof. • Offers roadmaps for constructive change and thought-provoking perspectives. With the rise of cyberbullying and hate speech online, issues around climate change and technology, and the "move fast and break things" mentality of tech culture, Which Side of History? will urge readers to draw the line. • This book will help shape the conversations we have around technology in our society and our future for years to come. • A smart book for anyone who approaches tech and the future with a healthy skepticism • Edited by James P. Steyer, the CEO and founder of Common Sense Media. • Add it to the shelf with books like Ten Arguments for Deleting Your Social Media Accounts Right Now by Jaron Lanier, The Shallows: What the Internet Is Doing to Our Brains by Nicholas Carr, and The Age of

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Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power by Shoshana Zuboff.

Lovecraft Unbound 2009 Ellen Datlow The stories are legendary, the characters unforgettable, the world horrible and disturbing. Howard Phillips Lovecraft may have been a writer for only a short time, but the creations he left behind after his death in 1937 have shaped modern horror more than any other author in the last two centuries: the shambling god Cthulhu, and the other deities of the Elder Things, the Outer Gods, and the Great Old Ones, and Herbert West, Reanimator, a doctor who unlocked the secrets of life and death at a terrible cost. In Lovecraft Unbound, more than twenty of today's most prominent writers of literature and dark fantasy tell stories set in or inspired by the works of H. P. Lovecraft.

Speak, Okinawa 2021-02-23 Elizabeth Miki Brina A "hauntingly beautiful memoir about family and identity" (NPR) and a young woman's journey to understanding

her complicated parents—her mother an Okinawan war bride, her father a Vietnam veteran—and her own, fraught cultural heritage. Elizabeth's mother was working as a nightclub hostess on U.S.-occupied Okinawa when she met the American soldier who would become her husband. The language barrier and power imbalance that defined their early relationship followed them to the predominantly white, upstate New York suburb where they moved to raise their only daughter. There, Elizabeth grew up with the trappings of a typical American childhood and adolescence. Yet even though she felt almost no connection to her mother's distant home, she also felt out of place among her peers. Decades later, Elizabeth comes to recognize the shame and self-loathing that haunt both her and her mother, and attempts a form of reconciliation, not only to come to terms with the embattled dynamics of her family but also to reckon with the injustices that reverberate throughout the history of Okinawa and its people. Clear-eyed and profoundly humane, *Speak, Okinawa* is a startling accomplishment—a heartfelt exploration of

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identity, inheritance, forgiveness, and what it means to be an American.

Principles of American Journalism 2016-03-22
Stephanie Craft Designed to engage, inspire and challenge students while laying out the fundamentals of the craft, *Principles of American Journalism* introduces readers to the core values of journalism and its singular role in a democracy. From the First Amendment to Facebook, the new and revised edition of this popular textbook provides a comprehensive exploration of the guiding principles of journalism and what makes it unique: the profession's ethical and legal foundations; its historical and modern precepts; the economic landscape of journalism; the relationships among journalism and other social institutions; the key issues and challenges that contemporary journalists face. Case studies, exercises, and an interactive companion website encourage critical thinking about journalism and its role in society, making students more mindful practitioners of journalism and more informed media consumers.

All They Will Call You 2017-01-28 Tim Z. Hernandez
All They Will Call You is the harrowing account of “the worst airplane disaster in California’s history,” which claimed the lives of thirty-two passengers, including twenty-eight Mexican citizens—farmworkers who were being deported by the U.S. government. Outraged that media reports omitted only the names of the Mexican passengers, American folk icon Woody Guthrie penned a poem that went on to become one of the most important protest songs of the twentieth century, “Plane Wreck at Los Gatos (Deportee).” It was an attempt to restore the dignity of the anonymous lives whose unidentified remains were buried in an unmarked mass grave in California’s Central Valley. For nearly seven decades, the song’s message would be carried on by the greatest artists of our time, including Pete Seeger, Dolly Parton, Bruce Springsteen, Bob Dylan, and Joan Baez, yet the question posed in Guthrie’s lyrics, “Who are these friends all scattered like dry leaves?” would remain unanswered—until now. Combining years of painstaking investigative research and masterful

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storytelling, award-winning author Tim Z. Hernandez weaves a captivating narrative from testimony, historical records, and eyewitness accounts, reconstructing the incident and the lives behind the legendary song. This singularly original account pushes narrative boundaries, while challenging perceptions of what it means to be an immigrant in America, but more importantly, it renders intimate portraits of the individual souls who, despite social status, race, or nationality, shared a common fate one frigid morning in January 1948.

The Curse of Bigness 2022-05-05 Tim Wu

Pharma 2021-04-13 Gerald Posner "Exorbitant prices for lifesaving drugs, safety recalls affecting tens of millions of Americans, and soaring rates of addiction and overdose on prescription opioids have caused many to lose faith in pharmaceutical companies. Now, Americans are demanding national reckoning with a monolithic industry. In Pharma, award-winning journalist and New York Times best-selling author

Gerald Posner uncovers the real story of the Sacklers, the family that became one of America's wealthiest from the success of OxyContin, their blockbuster narcotic painkiller at the center of the opioid crisis. The unexpected twists and turns of the Sackler family saga are told against the startling chronicle of a powerful industry that sits at the intersection of public health and profits. Pharma reveals how and why American drug companies have put earnings ahead of patients"--

The Attention Economy 2001 Thomas H. Davenport Thought provoking -Time Magazine Welcome to the attention economy, in which the new scarcest resource isn't ideas or talent, but attention itself. This groundbreaking book argues that today's businesses are headed for disaster-unless they overcome the dangerously high attention deficits that threaten to cripple today's workplace. Learn to manage this critical yet finite resource, or fail! "A worthy message" - Publishers Weekly AUTHORBIO: Thomas H.

Davenport is the Director of the Accenture Institute for

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Strategic Change and author of Process Innovation and Working Knowledge, Harvard Business School Press. John C. Beck is an Associate Partner and Senior Research Fellow at the Accenture Institute for Strategic Change.

Good Services 2020-03-03 Louise Downe Service design is a rapidly growing area of interest in design and business management. There are a lot of books on how to get started, but this is the first book that describes what a "good" service is and how to design one. This book lays out the essential principles for building services that work well for users. Demystifying what we mean by a "good" and "bad" service and describing the common elements within all services that mean they either work for users or don't. A practical book for practitioners and non-practitioners alike interested in better service delivery, this book is the definitive new guide to designing services that work for users.

The Attention Merchants 2017-09 Tim Wu

Digital and Media Literacy 2011-07-12 Renee Hobbs
Leading authority on media literacy education shows secondary teachers how to incorporate media literacy into the curriculum, teach 21st-century skills, and select meaningful texts.

The End of Advertising 2017-06-13 Andrew Essex A recovering Mad Man throws down the ultimate challenge to his profession: Innovate or die. The ad apocalypse is upon us. Today millions are downloading ad-blocking software, and still more are paying subscription premiums to avoid ads. This \$600 billion industry is now careening toward outright extinction, after having taken for granted a captive audience for too long, leading to lazy, overabundant, and frankly annoying ads. Make no mistake, Madison Avenue: Traditional advertising, as we know it, is over. In this short, controversial manifesto, Andrew Essex offers both a wake-up call and a road map to the future. In *The End of Advertising*, Essex gives a brief and pungent history of the rise and fall of Adland—a story populated

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by snake-oil salesmen, slicksters, and search-engine optimizers. But his book is no eulogy. Instead, he boldly challenges global marketers to innovate their way to a better ad-free future. With trenchant wit and razor-sharp insights, he presents an essential new vision of where the smart businesses could be headed—a broad playing field where ambitious marketing campaigns provide utility, services, gifts, patronage of the arts, and even blockbuster entertainment. In this utopian landscape, ads could become so enticing that people would pay—yes, pay—to see them. Praise for *The End of Advertising* “New York media types aren’t quick to pass up a party, even one celebrating a book that predicts their demise. . . . The future of marketing will need to rely on creative, innovative models, Mr. Essex wrote, pointing to *The Lego Movie* and New York’s Citi Bike bicycle-share program as promising examples.”—*The New York Times* “A rabble-rousing indictment of the ad industry from one of its own. Essex predicts that success will depend less on the ability to annoy and more on the capacity to create and entertain.”—Adam Grant, *New*

York Times bestselling author of *Originals* and *Give and Take* “Fresh and timely, *The End of Advertising* is an eye-opening take on the current media landscape. And along with it, Essex provides a road map for how brands can reinvent themselves and navigate this new world.”—Arianna Huffington “In this dynamic little book, Essex challenges brands—even those of us who pride ourselves on thinking outside the box—to think bigger still. He’s got me thinking.”—Neil Blumenthal, co-founder of Warby Parker “Mandatory reading for anyone who wants to get a message across in this age of authenticity.”—Alexis Ohanian, co-founder, Reddit

The Paranoid Style in American Politics 2008-06-10
Richard Hofstadter This timely reissue of Richard Hofstadter's classic work on the fringe groups that influence American electoral politics offers an invaluable perspective on contemporary domestic affairs. In *The Paranoid Style in American Politics*, acclaimed historian Richard Hofstadter examines the competing forces in American political discourse and

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how fringe groups can influence — and derail — the larger agendas of a political party. He investigates the politics of the irrational, shedding light on how the behavior of individuals can seem out of proportion with actual political issues, and how such behavior impacts larger groups. With such other classic essays as “Free Silver and the Mind of 'Coin' Harvey” and “What Happened to the Antitrust Movement?”, “*The Paranoid Style in American Politics* remains both a seminal text of political history and a vital analysis of the ways in which political groups function in the United States.

Ten Arguments for Deleting Your Social Media Accounts Right Now 2018-05-29 Jaron Lanier "You might have trouble imagining life without your social media accounts, but virtual reality pioneer Jaron Lanier insists that we're better off without them. In *Ten Arguments for Deleting Your Social Media Accounts Right Now*, Lanier, who participates in no social media, offers powerful and personal reasons for all of us to leave these dangerous online platforms"--

Captivology 2016-10-18 Ben Parr Why should you wear red if you're trying to hitch a ride? Why do some musicians reach icon status, while others never make the charts? In this groundbreaking book, Ben Parr reveals why the mind pays attention to some ideas, people, and products, and ignores others. Vividly bringing to life the latest scientific research and stories of CEOs, artists, thought leaders, and other masters of attention, Parr offers a new understanding of how attention works and identifies seven captivation triggers-psychological techniques guaranteed to help you capture and retain people's attention by appealing to fundamental aspects of human nature. Book jacket.

The Divine Right of Capital 2003-01-12 Marjorie Kelly Annotation In this radical critique of the corporate economy--newly updated with information on Enron and other business scandals--the cofounder and editor of "Business Ethics" questions the legitimacy of a system that gives the wealthy few disproportionate power over the many.

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Weapons of Math Destruction 2016 Cathy O'Neil "A former Wall Street quantitative analyst sounds an alarm on mathematical modeling, a pervasive new force in society that threatens to undermine democracy and widen inequality,"--NoveList.

Can I Recycle This? 2021-04-13 Jennie Romer "If you've ever been perplexed by the byzantine rules of recycling, you're not alone...you'll want to read Can I Recycle This?... An extensive look at what you can and cannot chuck into your blue bin." —The Washington Post The first illustrated guidebook that answers the age-old question: Can I Recycle This? Since the dawn of the recycling system, men and women the world over have stood by their bins, holding an everyday object, wondering, "can I recycle this?" This simple question reaches into our concern for the environment, the care we take to keep our homes and our communities clean, and how we interact with our local government. Recycling rules seem to differ in every municipality, with exceptions and caveats at every turn, leaving the

average American scratching her head at the simple act of throwing something away. Taking readers on a quick but informative tour of how recycling actually works (setting aside the propaganda we were all taught as kids), *Can I Recycle This* gives straightforward answers to whether dozens of common household objects can or cannot be recycled, as well as the information you need to make that decision for anything else you encounter. Jennie Romer has been working for years to help cities and states across America better deal with the waste we produce, helping draft meaningful legislation to help communities better process their waste and produce less of it in the first place. She has distilled her years of experience into this non-judgmental, easy-to-use guide that will change the way you think about what you throw away and how you do it.

Explosive Growth 2017-11-07 Cliff Lerner #1 Best-Seller in 5 Startup & Entrepreneurship Categories

*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives

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entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. *Explosive Growth* combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, *Explosive Growth* is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how

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on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

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But despite that, more research needs to be done to see its effects on other health related problems. Some examples of these include addictions, autism, chronic low back pain, migraines and osteoarthritis of the knee.

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The following are other ailments that acupuncture has been known to remedy:

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- Menopausal problems such as hot flushes, infertility, and premenstrual tension.
- Bladder or bowel problems, difficulty or pain in urination, and urinary infections.
- Digestive disorders including nausea, indigestion, heartburn, and diarrhea.
- Respiratory problems such as rhinitis, hay fever, prickly heat, rashes and ulcers, eczema, and some types of dermatitis and psoriasis.
- Conditions of the eyes and mouth such as cataracts, dry eyes, conjunctivitis, retinitis and toothache, and post extraction pains.
- Heat problems such as poor circulation, stroke recovery, and hypertension.
- Addictions such as smoking, drinking, or other harder drugs.

Investment the attention merchants the epic scramble to. Insomnia

Acupuncture has become a popular alternative to common remedies such as sleeping pills. It works at the nerve levels, relaxing and soothing your senses. Acupuncture is thought to be a safer route for insomnia because it brings back your natural sleeping cycle through natural means and not through chemicals, which can turn into an addiction. Using acupuncture for insomnia usually starts working after the very first session. The treatment is usually stretched out for a period of time, until your body returns to its natural sleeping cycle.

Infertility

Studies show that acupuncture is a beneficial form of complementary therapy for women who are having undergoing treatments for fertility problem. Acupuncture is believed to relieve the anxiety of women undergoing fertility treatment. Also, acupuncture's success in aiding fertility is more pronounced in in-vitro fertilization. In addition, the rate of miscarriages has been found to be lower for women who do acupuncture.

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Therefore, the church accounting software is designed to meet the various needs of the institution and it still has room for customization since the needs of the church also change as years go by.

If the church wants to handle all its financial transactions with ease, they should get a church accounting software. By doing so, they can create account statements, balance sheets, budget reports, print checks, maintain invoices, record purchases, etc with ease.

But before anything else, the church representative who will purchase the church accounting software should be knowledgeable. He or she must look into the software's various features and carefully examine it. That person should make sure that the software is flexible to respond to the church's ever changing needs.

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As you can see accounting or accountancy careers can provide you with a lot of opportunities as an accountant. Aside from the tasks mentioned earlier, controllers also take charge in budgeting and financial planning. Businesses, big or small, need accountants. However, in the case of very small businesses, owners can do the accounting tasks. Bigger or larger businesses need accounting personnel to handle all the accounting works. As the business expands, it needs to hire additional employees. It is also the task of the accountant to determine if the company can afford to hire additional employees without negatively affecting the growth of profits.

Accounting involves a lot of paper work. Professional accountants need to prepare tax returns which are very much complicated than income tax returns of individuals. The chief accountant of the company is also responsible for setting broad objectives for the company's growth and development. Their aim is to gain more profits because this will be the proof for the success of the business.

Learn the attention merchants the epic scramble to...The needles used helps the body balance the serotonin levels since it is a neurotransmitter that affects blood vessels and has a role to play in migraines. In fact the more frequent these sessions are the better. It may even come to a point where the specific point of contact is no longer needed but the general stimulation itself.

The end result of undergoing acupuncture is amazing. If you experience 15 to 20 days of agonizing pain, this may be count down to only 8 days. You won't even need to use that much medication anymore as before.

For those who are working, this is good so that they are not absent from work that much and there won't be that much deductions in their salary.

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Precautions should not only be taken indoors, but outdoors too. This is because; more than forty thousand people get eye injuries outdoors. Ninety nine percent of the injuries are caused while playing sports. So it is necessary for the youngsters to wear protective eyewear while playing sports or when involved in outdoor recreational activities. A special helmet is designed with wire shield or polycarbonate face mask which is not only safe, but comfortable, too. Protective eyewear should also be worn while performing experiments in science lab. Fireworks must only be handled by adults.

Because of increasing use of computers, more and more youngsters are getting eye strains. The symptoms of eye strain caused by computer are red & watery eyes, focusing problems, aching & tired eyelids, eye muscle spasm, backache and headache. In such an environment, eye exercise must be done regularly. The eyes must be made to focus on distant objects and should be rotated from side to side. It is extremely important to give ample rest to the eyes. Glasses with UV shield must be worn when looking at the computer screen. Eye strain can be avoided by increasing the distance from the monitor.

Eye hazards are also caused when cosmetics are used improperly by contact lens wearers. Some of the adverse reactions are injury, eye irritation, allergy, dryness, infection, and lens deposition. That is the reason why adolescents must be made aware of the risk they will face when opting for contact lens. Girls should understand that they should buy hypoallergenic cosmetics and especially the non-scented variety, manufactured by big brand names. Cosmetics should not be shared with anything else. The applicator brushes must be washed regularly and old mascara must be disposed and not refilled. Eye shadows which are glittery, pearlized, frosted or iridescent contain ground tinsel or oyster shell, which should be always avoided. Eyeliner should not be applied in the inner lid edge. Loose powder should be avoided. Cream should not be applied near the eyes. The wearer should wash hands while handling contact lens. No crying, washing of face or bathing should be done with the contact lens on.

Miracle the attention merchants the epic scramble to

Although one test has proven that acupuncture can help migraines, other tests will also have to be done to prove if this is true. Until such time that other results are published, patients will have to rely on conventional medicine that is prescribed by a doctor.

But you don't have to wait for the results to come out. If you think it is worth a try, go for it. Just ask for a referral from your doctor as there are many practitioners who have accepted the fact that alternative forms of medicine can also help a patient.

You can also find someone online. You can be sure they are certified if they are recognized by the National Certification Commission for Acupuncture and Oriental Medicine.

Concepts the attention merchants the epic scramble to

Diabetes is a disease where the human body is incapable of producing or utilizing insulin. Insulin is a hormone produced by the body in order to get energy by converting starches, sugar and other items. Since the insulin isn't used properly in diabetic people, the blood sugar level increases. This glucose buildup is found in blood and is then passed onto the urine and comes out of the body and the major source of body energy is lost.

Diabetes is a serious chronic disease and should be handled at proper time; otherwise it can create serious problems. It can pose a risk and can damage parts of the human body such as eyes, teeth, gums, blood vessels, nerves, and kidneys. This is the reason why diabetes is responsible in most of the cases of adult blindness, kidney failure and lower limb amputations. And if left untreated, it can cause stroke, heart disease and eventually, death. These problems are not only faced by adults, but also adolescents who get diabetes in their childhood. The important factor in treatment of diabetes is to keep the blood sugar level normal at all times.

Opportunity the attention merchants the epic scramble to

Along the windy cliffs of Lonely Point, where the sea roared with the echoes of bygone storms, a lighthouse keeper named Isabella awaited the return of a phantom ship that sailed the supernatural seas. Legend spoke of a captain cursed to wander the ocean depths, forever searching for the lighthouses elusive beacon.

Best Seller : the attention merchants the epic scramble to

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First the attention merchants the epic scramble to: Along the windy cliffs of Lonely Point, where the sea roared with the echoes of bygone storms, a lighthouse keeper named Isabella awaited the return of a phantom ship that sailed the supernatural seas. Legend spoke of a captain cursed to wander the ocean depths, forever searching for the lighthouses elusive beacon.

Discovery the attention merchants the epic scramble to

As more people are opening their minds to this practice, people should know that getting an acupuncture degree will not replace traditional medicine since there are limits to what it can do for the patient. It is merely a form of holistic healthcare that works hand in hand with science to help the person deal with an illness.

When you think about it, that might be something that the practice has going for it. If it has existed already for thousands of years and is still being practiced by millions up to now, then it must have worked already for quite a number of people.

What typically happens when you go to an acupuncturist?

When you go to an acupuncturist, you would typically first be asked about your medical history, how youre feeling and any symptoms of sicknesses you might have. The specialist would observe features of your face, including your tongue. According to specialists, your tongue is a good indicator of the health of your internal organs. The acupuncturist would listen to sounds that your body makes like the sounds coming from your lungs. How your body smells could also be an indicator of your overall health for the acupuncturists diagnosis.

Guide the attention merchants the epic scramble to

How Acupuncture Induces Weight Loss

Most acupuncturists will target the spots behind the ear when it comes to promoting weight loss. When these points behind the ear are stimulated, endorphins are released in large doses. Endorphins are called the feel-good hormones, and these are also often referred to as natural pain and fever relievers. The release of endorphins is what makes you feel better after an increased level of physical activity, as in the case of a good workout.

These bodily compounds allow the patient to experience better relaxation, thus considerably alleviating stress. There is a greater possibility of enhanced weight loss when the patient has already achieved emotional wellness.

Endorphins are also released whenever the body experiences low levels of bodily pain, thus their moniker as a natural pain reliever.

Liberation the attention merchants the epic scramble to

Even though acupuncture isn't part of Western medicine, Western medicine experts have studied it extensively.

Some theories as to why it works involve acupuncture perhaps stimulating the brain's release of the body's natural painkillers. Acupuncture could also stimulate proper circulation in the human body.

Western medicine is still studying acupuncture and trying to find out how to best integrate it with practices in Western medicine. That is why, along with Western medicine and trips to the doctor, one could certainly try acupuncture.

It couldn't hurt and it might actually be the one to finally relieve you of a lot of your body's aches and pains and even make you healthier.

Concepts the attention merchants the epic scramble to, **Accounting Terms – Profit & Loss and Other Terms**

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Different fields of study make use of certain terms that are not easily understood by others. If you're an accounting student or a professional accountant, you know the different terms used in accounting. One very popular term is profit & loss.

So, do you know what the term means? To start with, you have to determine what profit means. Profit can be referred to as net earnings or net income. Businesses can either sell services or even products. Profit will come from the sales of these services and products. If the costs of running a business are controlled, it can add up to the profits. Profits are also called ROI or return on investment. However, this term is often limited to securities like bonds or stocks. But still, some companies use ROI to mean short or long term business outcomes. Taxable income is another term for profit.

Analysis the attention merchants the epic scramble to. The profit & loss of a certain company is determined by finance professionals through accounting. They can determine what created the profits as well as the losses.

Accountants form some sort of business equation so justify the profits & losses of a business. By doing so, they can easily tell a company's net worth.

It seems that by simply starting to define one accounting term, it eventually leads to defining other terms as well. Net worth is another term that is quite difficult to understand. It refers to the resulting amount after deducting the liabilities of a company from the assets. Private companies refer to net worth as owner's equity.

Why owner's equity? Well, after deducting all the liabilities, what's left basically belongs to the owner. In the case of public companies, the profit of the business is returned as dividends to shareholders. As you can see, before owner or shareholders of a company can take hold of the profits, all liabilities must be deducted first.

Modern acupuncturists nowadays use disposable fine stainless steel needles that are 0.007 to 0.020 inches in diameter which are sterilized with either ethylene oxide or by autoclave. Since they are way finer than hypodermic syringe needles, being poked by these needles are relatively painless. The upper third of the needle is covered with either a thicker bronze wire or plastic to make the needle sturdier and easier to handle. The length of the needle and how far they are inserted is all up to the acupuncturist and his practised style of acupuncture.

Example Of Treatment

If a patient has a headache, he/she is diagnosed and is treated by stimulating the sensitive points located at the webs between the thumbs and palms. In acupuncture theory, these points are connected to the face and head and can be used for treatment of headaches and other ailments involved. Needles are then carefully inserted into the skin until the patient feels a twinge, which is usually accompanied by a slight involuntary twitching of the area. During this treatment, a number of things may occur.

- Sensitivity to pain in where needles are inserted.
- A hint of nausea during treatment in case of bad headaches.
- Near-immediate headache relief.

Revenge the attention merchants the epic scramble to: Treatment from Acupuncture Experts

It is very essential for a patient to consult with a skilled acupuncturist. A more personalized service will be provided by an expert, as well as added counseling for the patient. Moreover, an acupuncturist may prescribe herbal supplements to aid the patient in quitting efforts.

During treatment, filiform needles are inserted into specific points on the ear cartilage, as well as the hands and wrists. Normal procedures last for about 30 minutes. Body acupuncture can be used in combination with the ear and wrist needle placements. An acupuncturist may also utilize a mild electric current, to enhance the effect of the

needles through the body.

Life Lessons from the attention merchants the epic scramble to... Behold {the chronicles|the accounts} of bygone eras, {where|in which} the ink of scribes has {immortalized|preserved} {the narratives|the stories} of kings and commoners alike. This is not {a book|an ordinary book}; it is {a portall|a gateway} to {the epochs|the periods} that have paved {the way|the path} for {the world|the globe} we inhabit today.

Challenge the attention merchants the epic scramble to

Before you decide to have a session with them, talk to the acupuncturist to know their credentials. This will also give you the opportunity to find out how much do they charge as this can be from \$45 to more than \$100 per session. You can probably ask for the name and contact number of a previous client so you can ask this person how everything went. Remember, if it doesn't work out for you, don't be afraid to find someone else who can do a better job.

The most important thing to do during the session is to relax. If you feel an itch or something, tell the acupuncturist. The same goes if you are nervous or experience a burning sensation so the specialist will take out the needles.

Review the attention merchants the epic scramble to... There is also auricular acupuncture where it is believed that the ear is a microcosm of the body. This means that acupuncture needles are placed on certain points on the ear so it can treat certain addiction disorders.

Myofascially-based acupuncture is often utilized by physical therapists as it involves feeling the meridian lines in search of tender points before applying needles as this is where abnormal energy flows.

Japanese styles of acupuncture referred to as "meridian therapy," tend to put more emphasis on needling technique

and feeling meridians in diagnosis.

History the attention merchants the epic scramble to. You can go for a forensic accounting career if you're interested in an interesting yet lucrative job. Upward mobility is very much possible and that means higher salary as well. This career is a great potential especially in the coming years.

While you're still young or you're about to pursue a college degree, why not take up accountancy? Who knows, you might become one of the best forensic accountants in the country. This is an opportunity that is difficult to turn down especially if you want to earn big money.

Don't expect too much from a free accounting software. Since it is free, it can't offer the same features and functions as that of a high-end accounting software. This free software is simple and easy. It can only handle the accounting needs of homeowners and small businesses. The software focuses mainly on simple accounting management. By taking advantage of the free software, you can already perform the basic accounting tasks that paid software's do.

For Free the attention merchants the epic scramble to

Every business aims to get a good and positive figure because that would mean profit to them; if not, the business is at a loss. Societies and economies are built on profit. However, there are times when a certain business incurs losses. Consumer behaviors and economic trends change. Because of this fact, it is not possible to foresee the company's future performance at all times.

How can you tell if a business is at a loss? That is understandable and even those who have no background in accounting know what it means. All liabilities will be deducted from the assets and if results to a negative amount, then the business is at a loss. The accounting staff of the company can still pursue effective measures to revive the

business. If the business has efficient and effective accounting staffs, the business can improve in the near future.

Instruction the attention merchants the epic scramble to

The duration of your treatment varies depending on the nature of your problem. Some are easy to fix compared to others especially if you are dealing with something long term. For instance, alcoholics and drug users may quit their vices after 3 or 4 months while those suffering from a disease like autism will take years as there is no known cure yet for this illness.

Before the needles are inserted, you need to undergo a physical examination and answer a few questions. There are risks involved even though it is a painless procedure because the needle might hit something vital inside but if the specialist is good, then there is nothing to worry about.

You may notice a spot of blood when the needles come off. But if you are concerned about it, talk to your acupuncturist so he or she can prescribe something.

Legend the attention merchants the epic scramble to

Acupuncture for Effective Weight Loss

In a generation when physical fitness is given topmost attention, people are always on the lookout for the newest and most effective means for weight loss. Acupuncture, the method of inserting thin, filiform needles on certain points in an individual's body, has been found to be one effectual method for losing weight.

Not many people may find the idea of being inserted by needles quite comforting in their quest for weight control. However, this ancient Chinese alternative treatment seeks to deliver a control mechanism, enabling the patient to manage hunger cravings more successfully in the long run.

Discovery the attention merchants the epic scramble to

These courses can be chosen on the basis of modules or on an hourly basis. The course material covers the history, theory and techniques of acupuncture. Courses that offer tools such as acupuncture DVD and video are ideal for acupuncturists or students of acupuncture to improve their clinical expertise.

Once you graduate from acupuncture school, some will open their own practice while others will first work for a clinic. Those who decide to be employed will work with other professionals that may include naturopaths, chiropractors and other specialists that are also into Oriental Medicine.

The average acupuncturist makes about \$45,000 a year but this can change in the years to follow as they add years or experience under their belt. This just goes to show that if you work hard, you too will make a fortune. Just make sure that you do this properly for each patient because one mistake could make this all go away.

First the attention merchants the epic scramble to. The lists of subjects you will be learning in school include anatomy, body therapy, massage therapy and the other sciences. Training will be done also in a clinical setting so you are able to put theory into practice but this will only happen in your third year.

While some schools will let you finish a program in three years, there are those that can be completed after five. Lately, acupuncture school has also gone down the digital path by offering cyber distance programs for those who cannot go to school. Some of these offer CEU's or continuing education units to advance programs.

Best Seller : the attention merchants the epic scramble to; Should there be a school near where you live, you should probably take it so you don't have to worry about boarding and lodging as this is just added cost to this long term investment.

If you like the school but cannot afford the cost of tuition, find out if they offer scholarships or if they have a grant

in aid program. If there are none, then check with the federal government because they should have one and they will give it to deserving students who plan to enroll in a school accredited by the National Commission for Acupuncture and Oriental Medicine.

Some states do not require you to get a license once you graduate from the program. However, if you plan to practice this elsewhere, you should prepare yourself for the state board exam as this is a requirement.

Review the attention merchants the epic scramble to-Is Acupuncture The Remedy for You?

With the growing acceptance of alternative medicine in Western cultures, acupuncture is quickly becoming a popular practice. More and more people today are choosing acupuncture over western medicine to treat bodily pains, relieve stress, or to promote overall health. If you are thinking about trying acupuncture but are wondering if it is safe or if it's the right treatment for you, the following information may aid you in making a more informed decision.

Description and Origin

Acupuncture is the practice of inserting fine needles into specific points in the body for therapeutic purposes. According to theory, these specific points called “acupuncture points” lie along pathways of the body along which one’s vital energy is said to flow. The needles are used to promote free-flow of energy in areas of the body that circulation may have stagnated. Although acupuncture is practiced in many Asian cultures such as Japan, Tibet, and Korea the practice is commonly known to have originated in China.

File Pdf the attention merchants the epic scramble to

The eighth myth is that acupuncture is only used in third world countries. This is not true because this technique originated in China more than 2000 years ago and this has spread to developed nations in Asia such as Japan, South

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Korea, Singapore and Malaysia.

Here at home, acupuncture has been practiced for more than 2 decades and is legal in 30 states. In fact 22 of them, license professionals after they graduate once they pass the state board examination.

Although acupuncture has been around for a very long time, there is still a need for this form of holistic healthcare which is why this is being taught in colleges and in use today. It is painless and cost efficient and a lot of studies have shown that it is effective in treating various illnesses and preventing some of them.

Review the attention merchants the epic scramble to...A Quick-Start guide to Acupuncture

Using needles to adjust bodily functions to optimum levels is the principle behind acupuncture. Both ancient Chinese and modern Western practitioners have used this technique to relieve many sufferers of chronic disease. Needling is a relatively safe, beneficial treatment strategy that can be used to reduce pain, improve healing, and increase general well-being. But exactly how is this procedure done and what sort of benefits can be obtained?

Procedure for Needle Puncture

There are two broad categories of acupuncture practice today, traditional Chinese medicine (TCM) and medical acupuncture. Both have their merits, so the choice is individual. The decision for most people hinges upon which philosophy appeals more to them and which technique holds the least apprehension.

Concepts the attention merchants the epic scramble to Acupuncture and Autism

Studies have shown that there is an increase in the number of children that have been diagnosed with autism. Until now, doctors have not yet found a cure to this illness which is why some parents want to experiment with alternative forms of treatment and one example is acupuncture.

Acupuncture is a holistic approach in treating and preventing certain diseases. Its main tool are very thin needles that are inserted to targeted points in the body. The body has about 400 of them linked through a system known as meridians or pathways. Once these are stimulated, these are supposed to create balance in the body.

Autism on the other hand is a brain disorder that is long term. This disease is characterized by deficits in language, social communication and cognition. Children who are diagnosed with this illness may also suffer from secondary problems such as aggression, irritability, stereotypes, hyperactivity, negativism, volatile emotions, temper tantrums, short attention span and obsessive-compulsive behavior.

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In the 5th or 7th treatment, this becomes more evident as your face looks more relaxed as though you just came from a vacation.

The end result is that you will look and feel 5 to 15 years younger but of course this depends on how well the patient has taken care of themselves outside the confines of the clinic.

To sum things up, facial acupuncture can do for you. It can eliminate fine lines and reduces wrinkles, improve your overall facial color and add luster to the skin, relaxes tension in the face and furrows in the brow, brightens the eyes and reduce dark circles and puffiness, improve muscle tone for sagging skin, enhance your natural radiance in the skin and eyes, slow the aging process within, promotes overall health and well being as well as relaxes and revitalizes the entire body.

Rating : the attention merchants the epic scramble to,Fifth, medical doctors do not believe in the potential of alternative medicine. This is not true because there are more doctors these days that are open to the idea that there are other ways to help patients aside from conventional medicine. In fact, some of them even recommend an

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acupuncturist if they know that what they have done is not effective.

Another myth is that every patient will undergo the four needle technique. This is not true and it will only be used when the specialist feels that the energy of the patient is virtually not moving as a last resort.

The seventh myth is that it is better for a medical doctor to perform acupuncture. This is wrong because the training is much different than that taught in medical school. Students who have an acupuncturist license train for 3,000 hours before they are allowed to practice this profession. So between an acupuncturist and a medical doctor, you should go with someone who has learned about this much longer.

Miracle the attention merchants the epic scramble to-This has resulted in the establishment of clinics nationwide that only use acupuncture as the means of rehabilitation.

Acupuncturists in the US charge from \$75 to \$150 per session. This usually gets lower in the succeeding treatments. The person will probably have to undergo 10 to 15 treatments 2 to 3 times a week but this really depends on the condition of the patient.

Before you go to one, you should check if this is covered by your insurance. If it isn't, perhaps you should suggest that it should be included as it is much cheaper than having to undergo surgery.

Solutions the attention merchants the epic scramble to

There are many premenstrual syndrome symptoms which can be broadly classified as neurologic & vascular symptoms, psychological symptoms, gastrointestinal symptoms, fluid retention, eye problems and respiratory problems. The cause of premenstrual syndrome are fluctuations in the levels of progesterone & estrogen, hypoglycemia, hyperprolactinemia, psychogenic factors, changes in carbohydrate metabolism, excessive aldosterone, progesterone allergy and water retention by kidneys. The good thing is that premenstrual syndrome can be prevented

by exercising regularly, eating balanced diet and sleeping adequately.

Dysmenorrhea is feeling intense menstrual pain and cramps. Depending on the severity, dysmenorrhea is stated as primary dysmenorrhea or secondary dysmenorrhea. Primary dysmenorrhea symptoms are felt from the onset of the menstrual periods and are felt life-long. Because of abnormal uterine contractions due to chemical imbalance, severe menstrual cramping is experienced. Secondary dysmenorrhea starts in the later stages. The causes are different for primary and secondary dysmenorrhea. Secondary dysmenorrhea can be blamed on medical conditions such as endometriosis, uterine fibroids, pelvic inflammatory disease, tumors, infections, and abnormal pregnancy.

Dysmenorrhea symptoms are lower abdomen cramping & pain, lower back pain, nausea, diarrhea, vomiting, fatigue, fainting, weakness and headaches. Females who are overweight, smoke, and have started to menstruate before turning eleven are at a higher risk of developing dysmenorrhea. Females who drink alcohol during menstrual period experience prolonged pain. After studying the health conditions, age, cause of dysmenorrhea, and extent of condition of the individual, corresponding treatment will be recommended. Regular exercise, abdominal massage, hot bath, vitamin supplements, and dietary modifications can help overcome dysmenorrhea.

Happiness the attention merchants the epic scramble to

Variations of Conventional Acupuncture

Auriculotherapy or ear acupuncture is one of the variations of conventional acupuncture. In this practice, it is believed that the ear provides a map for all the major bodily organs. A specific area or point on the ear corresponds to a particular organ, such as the heart, kidneys, or liver. Thus, the needles are placed in particular points around the ear and on the ear cartilage.

Staple acupuncture is a method used in smoking cessation, wherein staples are placed for a certain period anywhere on the ear area to provide stimulation.

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Indeed there is growing evidence that this traditional Oriental practice can rival any modern forms of treatment. If you are one of the many people who are looking for a widely recognized and time honored therapeutic practice, acupuncture may just be the alternative treatment for you.

History the attention merchants the epic scramble to-A rest of about a month is generally advised and normal activities can be resumed after acute symptoms disappear. Also care should be taken to avoid physical activities which are heavy in nature and also activities or sports involving physical contacts should also be avoided. Care must also be taken to avoid eating sweet things in excess for few months.

Menstrual Disorders in Adolescent Girls

Adolescence is the time when there is sudden transformation in the body and many questions arises in the minds of the adolescents. Firstly they are not able to cope with the changes and secondly the changes bring along problems with them. The most challenging problems are related to menses, in girls. Menstrual conditions are many that may require physician's attention or any other healthcare professional's attention. The most common of the menstrual disorders are premenstrual syndrome, dysmenorrhea and amenorrhea.

Before the onset of the menses, females face many uncomfortable symptoms which last for a short period, stretching from few hours to few days. But some of them can be very intense and can disturb the normal functioning of the person. These symptoms are grouped as premenstrual syndrome. In usual cases, the symptoms come to a halt when the menses begin, but for some they may last even after the menstrual periods are over. Eighty five percent of the females experience some of the symptoms of premenstrual syndrome at one time or the other. Nearly forty percent experience the symptoms so intensely that their daily chores are affected by it and ten percent are disabled by it.

Analysis the attention merchants the epic scramble to...The other virus called cytomegalovirus which also belongs to the family of herpes simplex causes the cells to become enlarged. According to statistics, about eighty percent of adolescents infected with this virus generally don't see any further symptoms. Although EBV has potential to develop infectious mononucleosis in adolescents the virus could make throat and blood cells its home for the lifetime. The virus has the capability to bounce back and reactive from time to time but the consolation is that it would reactivate without symptoms.

The condition usually lasts for 1-2 months. The symptoms may vary from one adolescent to other but may include inflamed lymph glands in areas such as groin, neck and armpits, fever, continuous fatigue, enlarged spleen, sore throat as a result of tonsillitis that can make things difficult to swallow and last but not the least minor liver damage that can lead to short-term jaundice. Some adolescents may also experience symptoms such as abdominal pain, petechial hemorrhage, muscle ache, headache, depression, loss of appetite, skin rash, weakness, dizziness, enlarged prostate, dry cough, swelled genitals and puffy and swollen eyes. Some parents are puzzled by the symptoms of mononucleosis as it may be similar to other medical conditions. It is safe to consult a doctor in such cases.

The viruses are usually transmitted to other people through saliva (the reason why it is also called kissing disease), blood, sharing drinks and sharing utensils. The symptoms usually lasts for 4-6 weeks and do not cross 4 months. The disease is diagnosable but requires a thorough medical history of the adolescent. The diagnosis also involves physical examination of the adolescent and is based on symptoms reported to the physician. The diagnosis is further supported by laboratory test like blood test, antibody test and test to count white blood cells.

Opportunity the attention merchants the epic scramble to. **How does sticking needles into your body help manage the stress?**

In traditional Chinese medicine, much of the treatments depend on an understanding of the balance in our bodies
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and its internal organs. The sicknesses we sometimes develop are seen to be caused by imbalances in our lifestyles and environment. Stress is also affected by this imbalance. That is why when there is something wrong with your body, you typically have less of an ability to deal with stress. You get more irritable and find it really difficult to relax.

By sticking these very thin needles past the surface of our skin, the acupuncturist stimulates nerves in our body. These nerves send signals to our brain and scientists believe that the brain then releases its natural painkillers into our system. This immediately causes a feeling of relaxation for many people.

The needles could also help your body by stimulating its circulation. With the circulation between the organs of the body improved, a lot of the body's wastes could be cleansed properly. Your organs would also receive the full benefit of the oxygen from your lungs making its way into the cells of your body without any blockages. This makes your organs much healthier and leaves you feeling much better in the long term as well.

Investment the attention merchants the epic scramble to ___ There are different accounting fields. Are you already in the right career path? If not, perhaps it's now time to change your accounting career. So which is it going to be? Government accounting, public accounting, internal auditing, management accounting, etc? Choose the one you really like.

Older adults are sometimes hard to teach but if you want to reach your ultimate goals, you must not stop learning. You have to become proficient in the accounting software used by the company that you're working. There is a great number of accounting software out there and you must familiarize yourself with the software.

How long have you been in the accounting field? Have you been promoted? You have to take advanced accounting career studies so that you can become highly skilled and experienced in the profession. You will benefit a lot and

example the attention merchants the epic scramble to

The earliest account of this is found in the book called Nei Jing which in English means the Yellow Emperor's Classic of Internal Medicine. The contents of this book date somewhere around 200 BC. Back then, they did not use metal needles and instead used those made out of stone, moxibustion and herbs to treat a patient.

Acupuncture prevents and treats diseases by inserting very fine needles into the skin specifically at the anatomic points of the body.

The principle behind this concept is that illnesses occur because there is an imbalance in your life force otherwise known as Qi. It is believed that this flows in 14 channels in the human body known as meridians which branch out to bodily organs and functions. If there is a blockage or obstruction in any of them, this is when you succumb to a disease or an illness.

Instruction the attention merchants the epic scramble to, The benefits of an accountancy career are nothing compared to other degrees in college. Although some accountants have bad reputations, most of them are still working honestly. These accountants are contributing their knowledge and skills for the betterment of the business industry. If you want to be part of them, go ahead; just try and apply for a career in accountancy. Who knows, tomorrow you might already have a job.

To start with, you can become an industrial or private accountant. Here, accounting is limited to only one firm. If you choose this profession, you will only be serving one employer. You have to provide your best service and skills to your employer and in turn, the employer will remunerate you.

Power the attention merchants the epic scramble to

Treatment of acne is classified into topical and systemic drug therapies which are given based on extent of severity.

In some instances the combination of both the methods might be the way to go for acne treatment. Topical medication is nothing but creams, gels, lotions, solutions etc. prescribed to patients for acne treatment. Some of the examples of topical medication are: Benzoyl Peroxide which kills the Propionibacterium Acnes bacteria, antibiotics helps in stopping or slowing down the growth of the bacteria and also reduces inflammation, Tretinoin helps in stopping the formation of new acne lesions and Adapalene reduces formation of comedo.

Systemic drug therapies involve prescription of systemic antibiotics primarily for the treatment of acne problem which is moderate to severe in nature. The examples of antibiotics prescribed are Doxycycline, erythromycin and tetracycline. In some cases an oral drug called Isotretinoin is prescribed for teenagers with severe acne problem which shrinks down the sebaceous glands that produce oil. The results are pretty good and almost ninety percent of the adolescents have success with this oral drug. But the drug has some serious side-effects and thus it is very important that one consults a doctor before use.

Adolescent Pregnancy

Adolescent pregnancy in ninety nine percent of the cases is unwanted and is the major consequence of adolescent sexual activity, other than STDs. This issue has affected youth, families, educators, health care professionals, and government official. A study on the high school adolescents has concluded that forty eight percent of the males and forty five percent of the females are sexually active. One fourth of the high school students had sexual contact by fifteen years of age. The average age of boys is sixteen and a girl is seventeen, who have had intercourse. Ninety percent of adolescents, in the age range of fifteen to nineteen, say their pregnancy is unintended.

Curse the attention merchants the epic scramble to

But acupuncture is not risk free. Hematoma may develop if the needle punctures a circulatory structure. It is also possible that pneumothorax may occur if the needle is inserted too deep. There is also the risk of HIV and hepatitis

if the needle was not properly sterilized.

Now that you know what acupuncture is, you must not forget that it is merely an alternative and not a proper form of medical treatment. This means you should still be examined by a professional in the medical field who can determine the severity of your illness or disease.

Discovery the attention merchants the epic scramble to

The bone marrow replaces small amounts of blood is lost due to some reason without making a person anemic. But in cases where considerable amount of blood flows in small amount of time as a result of an injury due to a serious example for instance, it may not be possible for bone marrow to replace RBCs so quickly resulting in anemia. Also, losing small amounts of blood over long periods of time may also lead to anemia. Example of this situation can be seen in girls who get heavy periods attributed mainly to deficiency of iron in the diet.

Anemia due to iron deficiency is the most common kind of anemia in the United States. It occurs mainly due to lack of iron in a person's diet. A teen with iron deficiency would have lower hemoglobin production and consequently lower RBCs. When the production of RBCs is low the person is regarded as anemic. The signs of anemia are paleness and tiredness. There can be other reasons as to why enough RBCs are not produced in the body. Folic acid and Vitamin B-12 are also essential to produce RBCs. Getting these in adequate quantities is this important too.

There can be a problem with bone marrow's working too resulting in anemia.

Hemolytic anemia occurs when a person has RBCs whose lifespan is shorter. The bone marrow may not be able to produce new blood cells if the blood cells die too early. This can result due to many reasons including person having disorders like sphenocytosis or sickle cell anemia. In some cases the immune system of the body may itself destroy the RBCs. In some cases certain antibodies can form in the blood as a result of reaction to certain drugs or infections

Analysis the attention merchants the epic scramble to. Control of pain is the most well researched of all of the indications for acupuncture. There is a definite beneficial effect for a majority of patients using this method. Migraines, premenstrual syndrome, arthritis, carpal tunnel syndrome, and neuralgias are but a few examples. The theory behind its effectiveness is also medically accepted and well researched, called the gate-control theory of pain. It states that the needles can stimulate nerves so that they block the impulses from pain triggers.

Expected Puncture Session Result

It is important to emphasize that acupuncture is used only on top of existing medical therapy. At no time should a patient discontinue medication or ignore medical instructions in favor of needle puncture. After undergoing a needle puncture regimen, the primary care physician can make an evaluation with regards to decreasing dependence on other therapies.

Solutions the attention merchants the epic scramble to, Cholesterol screening helps to determine the cholesterol and fat levels in the blood. Children and adolescents with normal cholesterol level is a thing of the past. Because of the changing lifestyle and junk food trend, even they have a high risk to develop high levels of cholesterol which also increases the risk of developing heart diseases which can affect the blood vessels and the coronary arteries. The main cause of this change is obesity, junk food high in fat, fast food diets, sedentary lifestyle and high cholesterol level in family history. Keeping the blood cholesterol levels at normal is a good way of avoiding high blood pressure and coronary artery diseases.

The blood cholesterol level can vary from individual to individual. Healthy levels of LDL is less than one hundred and thirty milligrams, HDL is greater than thirty five milligrams. If the HDL is less than thirty five milligrams then the adolescent is at a higher risk of developing heart diseases. And LDL more than one hundred and thirty milligrams is dangerous. But a high level of LDL cholesterol is a problem in many citizens of America. And there is

an expected increase in number, the figure is unknown, of adolescents who have a family history of high cholesterol levels.

An adolescent or a child who has a parent having high levels of blood cholesterol and family history of heart diseases at an early age, should take cholesterol test from the age of two. Adolescents who are obese also should have lipid test along with cholesterol test. The lipid test shows levels of kinds of fats in blood such as triglycerides, LDL and HDL.

Best Seller : the attention merchants the epic scramble to___ There is a great consensus among the parents whether their children would outgrow asthma as they grow up. But the truth is it depends from child to child. While some children experience improvement in their teens others see asthma becoming even more severe. But almost half of the children who have asthma outgrow asthma as they grow although some symptoms may come back later. Many parents have questions like whether their children can take part in sport activities. The answer is both yes and no. Some kids may get an asthma attack when they participate in exercises like running. But with proper management a teenager suffering from asthma can actively participate in sports. Special aerobic exercises can improve airway function. This strengthens the breathing muscles. Some of the ways that one can participate in sports is to follow the regimen of stretching the muscles prior to and after exercising, nose-breathe instead of breathing through the mouth and make sure that humidified air passes through the airways. Also parents should make sure that the adolescent has taken all prescribed medication supposed to be taken before they begin exercising. Carrying a reliever is a must for asthmatic teens which would come handy if asthma attack occurs. Asthmatic teenagers should make sure that they wear something over their mouth and nose to stop cold air from entering.

It is not easy for adolescent teens to attend school when they have asthma but it is not difficult also at the same time if proper coordination is made among the teenager, doctor, family and school employees. It is a good idea to consult

teachers, nurses and other pertaining employees of the school and let them know that the teenager has asthma and may have special requirements. Also, let the school management know on medications the teenager regularly takes and how to help the teenager when an attack occurs. The school staff should be asked to treat the teen normally once the attack subsides. The physical education coach should also be informed about the condition so that he/she can let the kid stretch the muscles before any exercises or to deal with asthma attack induced due to exercises. Also, before admitting the teenager to a new school care must be taken to check the quality of air, irritants and allergens if any present in the school. The school staff should take considerations to avoid symptoms which could hamper the energy level kids. Also asthmatic teens should be assured from time to time that they are no different from others and asthma in any way does not slow them down, They need this emotional confidence otherwise they may have personality problems.

*Read Only : the attention merchants the epic scramble to~***Common Oral Health Problems in Adolescents**

Adolescents face many oral health problems which may require them to visit a dentist or any other healthcare professional. Irregular teeth growth is a common problem and adolescents with braces are a common sight. Another problem is wisdom teeth extraction or the removal of the third molar. Dental cavities are yet another common problem in adolescents.

Orthodontics is a specialty in dentistry which deals with correction, development and prevention of irregular teeth, jaw and bite. Orthodontics also helps to correct jaw disorders and facial abnormalities. If a general dentist feels abnormalities in the adolescent, he/she will refer the patient to an orthodontist. The American Dental Association suggests that every adolescent above the age of seven should get an orthodontic evaluation done. Problems which require orthodontic treatment are crowded or crooked teeth, extra teeth, missing teeth, under-bite, overbite, jaw joint disorder and incorrect or misaligned jaw position.

To get braces or any other orthodontic treatments, the appropriate age is ten to fourteen years. But regardless of the age, the same physical and biological process is used in correcting and moving the teeth alignments. Braces are also known as fixed orthodontic appliances. There are three types of braces used to move and reposition the teeth. The first consists of brackets which are made out of plastic or metal. They are either of tooth color or clear and are bonded onto the teeth. The second type is the lingual type of brackets which are attached to the back teeth and cannot be seen while talking. The third type is a band. It is a metal band which covers the teeth and wraps around the last ones.

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Seventy four percent of females above fourteen years and sixty percent of females below fifteen years have reported to have involuntary sex. Fifty percent of the adolescent pregnancies are within the time period of six months after the initial sexual intercourse. More than nine hundred thousand teenagers are reported to have become pregnant every year in the United States. Fifty one percent of the adolescent pregnancies result in live birth, thirty five percent result in induced abortion and fourteen percent result in stillbirths or miscarriages. Four out of ten adolescent females get pregnant, before they turn twenty, at least once. Twenty five percent of adolescent deliveries aren't the mother's first child. When a teenager gives birth to her first child, she increases the risk of begetting another child. One third of the adolescent parents are themselves result of adolescent pregnancies.

There are many reasons why adolescents choose to become sexually active at an early stage in life. The reasons can be early pubertal development, poverty, sexual abuse in childhood, lack of parent's attention, lack of career goals, family and cultural patterns of early sex, substance abuse, dropping out from school and poor school performance.

Factors which discourage an adolescent to become sexually active are stable family environment, parental supervision, good family income, regular prayers, connectedness with parents and living with complete family and

both the parents. The factors which are responsible for the consistent use of contraceptive among adolescents are academic success, anticipation for successful future, and involvement in a stable relationship.

There are many medical risks associated with adolescent pregnancies. Adolescents who are less than seventeen years are at a greater risk of developing medical complications, when compared to adult females. The risk is even more in teenagers below seventeen. The weight of the child, given birth by an adolescent, is very low in these pregnancies. It is usually below 2.5 kilogram. The rate of neonatal birth is also three times greater in adolescents, when compared to adults. Other problems caused by adolescent pregnancies are prematurity of the child, birth of underweight child, poor maternal weight gain, poor nutritional status, anemia, STDs and hypertension induced due to pregnancy.
