

Audience

- ✓ **Primary care:** GPs, Nurses, Pharmacists
- ✓ **Secondary care:** Nurse specialists, Junior doctors, Specialists, Consultants

Specification

Paperback: 96 pages (tbc)
Product dimensions: 148 x 210 mm
Binding: perfect bound
Colour: 4-colour cover; 2-colour text

Evidence & Efficacy: Angiotensin II Receptor Antagonists

Rationale

Evidence-based medicine is now the 'gold standard' for evaluation of treatments in disease management. The foundations of evidence-based medicine are controlled clinical trials, of which there are a considerable number of published trials in each field of medicine that are constantly being added to with new studies. Keeping abreast of the latest trials and their critical appraisal by the scientific community at large can thus be a challenge to the physician, whether they are in primary or secondary care.

The *Evidence & Efficacy* series provides a convenient collection of the most important controlled clinical trials in particular medical specialties, reviewing the important pharmacological properties, clinical efficacy, safety and tolerability of new or established agents and defining their clinical potential or most appropriate place in therapy.

Topics are selected for evaluation/critical appraisal on the basis of a combination of intrinsic interest, timing (to co-incide with the appearance of early findings of clinical interest or a new product launch), increasing patterns of use in global markets and a wealth of evidence requiring objective critical appraisal.

Each book in the *Evidence & Efficacy* series contains approximately 30–50 structured synopses based on landmark studies within the field, accompanied by illustrations of the key clinical findings/outcome evidence and expert commentaries, extracting the principal messages relating to clinical and prescribing practice, written by invited key opinion leaders.

We hope that the *Evidence & Efficacy* series will stimulate readers to reflect on and update their knowledge and ability to deal with the presentations discussed.

Evidence & Efficacy: Angiotensin II Receptor Antagonists

Trial categories will include the following:

- Major trials of ARBs in primary prevention of hypertension
- Major trials of ARBs in secondary prevention of hypertension and target-organ damage
- Trials of ARBs that achieve 24-hour control of hypertension
- Reducing blood pressure and absolute cardiovascular risk
- Major trials of ARBs in secondary prevention of heart failure
- Trials of ARBs in hypertensive patients with type 2 diabetes mellitus (diabetic hypertension)
- Prevention of the progression of chronic (nondiabetic) kidney disease using ARBs
- Prevention of the progression of diabetic nephropathy (diabetic kidney disease) using ARBs
- Comparative antihypertensive efficacy trials of ARBs

Evidence & Efficacy series

Bulk distribution

All our publications are available for bulk distribution in markets around the world and have proved extremely popular with industry sponsors as key educational items for clinicians. We can offer significant discounts for purchasing in bulk and across related titles. Other opportunities include: translated versions, custom covers, bookmarks, bellybands, competitive print lead times, tailored deliveries to suit rep visits and/or direct mailings, an efficient and friendly customer service.

More information

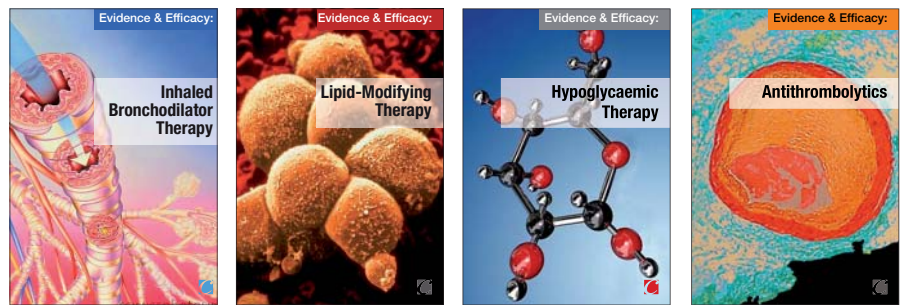
To place an order and/or request further details and quotes, please contact:

Sarah Findlay
Editorial Director

Cedilla Publishing Limited
PO Box 58871
London SE15 9BE
UK

Direct tel: +44 (0)7794 485294
Email: sarah@cedillapublishing.com

Other titles in the Evidence & Efficacy series



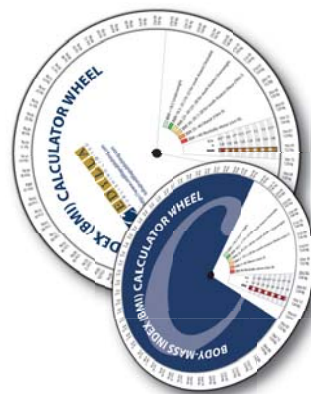
and many more...

Other complementary health-promotion items

The 10-minute consultation series



BMI Calculator Wheel



Waist Measurement Tape

