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The Canadian edition of *The Little Black Book of Scams* is a compact and easy to use reference guide filled with information Canadians can use to protect themselves against a variety of common scams. It debunks common myths about scams, provides contact information for reporting a scam to the correct authority, and offers a step-by-step guide for scam victims to reduce their losses and avoid becoming repeat victims. Consumers and businesses can consult *The Little Black Book of Scams* to avoid falling victim to social media and mobile phone scams, fake charities and lotteries, dating and romance scams, and many other schemes used to defraud Canadians of their money and personal information. Note: If you are purchasing an electronic version, MyMarketingLab does not come automatically packaged with it. To purchase MyMarketingLab, please visit [www. MyMarketingLab.com](http://www.MyMarketingLab.com) or you can purchase a package of the physical text and MyMarketingLab by searching for ISBN 10: 0133815722 / ISBN 13: 9780133815726. The second edition of *Think Marketing* makes learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. The second edition's brand new design enhances student understanding. And when combined with our online homework and personalized study tool, *Think Marketing* ensures that you will come to class well prepared and leave class with a richer understanding of basic marketing concepts, strategies, and practices. Most Canadians believe that their health is shaped by luck, genetics, lifestyle choices, and treatment options--and government agencies, public health units, and disease associations all reinforce this perception. This study, however, tells a different story, arguing that it is the social determinants of health, as imposed by the financial markets, that dictate the health of Canadians today. Showing that health care can be greatly improved with simple changes to social policy, the discussion describes the impact of food, housing, employment, education, and social services on the nation's health. The second edition of *Crisis Communications: A Practice Approach* offers the same guide to the theory and practice of modern crisis communications as the first edition. Updated with new case studies and many refinements to its theories and explanations, *Crisis Communications* takes the same common-sense approach to the most demanding of communications scenarios. Using his discussion-style approach, the author answers many questions students and instructors may not have thought to ask about the hows and whys of crisis communications. Like the first book, this edition covers the task of crisis communications planning, including monitoring issues, integrating stakeholder groups into crisis plans, adapting plans as the crisis evolves, and developing and using the products and processes necessary to handle corporate crisis situations. Features include: Case studies drawn from recent public relations crises, emphasizing Canadian cases

Interviews with experts on crisis management Creative exercises that reinforce student understanding "Tools" chapters that address the effective use of blogs, websites, and social media as well as traditional tools and channels such as news releases and media interviews. Includes section "Book reviews." Hailed as a landmark in Canadian literary scholarship when it was originally published in 1965, the *Literary History of Canada* is now being reissued, revised and enlarged, in three volumes. This major effort of a large group of scholars working in the field of English-language Canadian literature provides a comprehensive, up-to-date reference work. It has already proven itself invaluable as a source of information on authors, genres, and literary trends and influences. It represents a positive attempt to give a history of Canada in terms of writings which deserve attention because of significant thought, form, and use of language. Volume 2, a revision of Part IV of the original edition, covers the period from about 1920 to 1960. The contributors to this volume are Desmond Pacey, William Kilbourn, Henry B. Mayo, Millar MacLure, John Webster Grant, Thomas A. Goudge, Elizabeth Waterston, Brandon Conron, Jay Macpherson, Sheila A. Egoff, Michael Tait, Hugo McPherson, Munro Beattie, and Northrop Frye. \*\*Each new print copy of *Nancy Caroline's Emergency Care in the Streets, Canadian Seventh Edition* also includes *Navigate 2 Advantage Access* that unlocks a complete eBook, Study Center, homework and Assessment Center, and a dashboard that reports actionable data. Learn more at <http://jblnavigate.com/2> *Nancy Caroline's Emergency Care in the Streets, Seventh Edition* transforms the legendary paramedic textbook first developed by Dr. Caroline in the early 1970s into the premier paramedic education program. The Paramedic Association of Canada is proud to continue this legacy and set the new gold standard for paramedic education. The Seventh Edition reflects the collective experience of its top flight Canadian author team and decades of street wisdom. This fully updated edition addresses the National Occupational Competency Profiles with clarity and precision in a concise format that ensures student comprehension and encourages critical thinking. This edition emphasizes the notion that becoming a paramedic must be a pursuit of excellence. Concepts of team leadership and professionalism are woven throughout the chapters, challenging students to become compassionate, conscientious health care professionals as well as superior clinicians. This edition also broadens the traditional boundaries to include new and emerging areas of paramedic practice. Current, State-of-the-Art Medical Content The Seventh Edition includes in-depth coverage of anatomy, physiology, and pathophysiology to form an advanced understanding of the human body and disease processes expected of today's paramedic. Three new chapters have been added to this edition: Community Paramedicine, Research and Quality, and Mechanical Ventilation. The first two represent areas of growth in the scope, role, and importance of paramedics in an integrated health care system. The third acknowledges the paramedics' ability to provide advanced therapies prior to arrival at the hospital, and a growing reliance on paramedics in transfer of critically ill patients in a regionalized delivery of care. Clear Approach to Patient Assessment and Management The Seventh Edition teaches and reinforces the concept of patient assessment with a single, comprehensive chapter, ensuring that students understand patient assessment as a single, integrated process--the way that providers actually practice it in the field. Each clinical chapter reinforces the steps of the patient assessment process within the context of the illnesses or injuries discussed in the chapter. Strong Application to Real-World EMS Patient case studies evolve throughout every chapter, offering students a genuine context for the application of the knowledge presented. This approach shows the student how all of the information will be used to help patients in the field. An additional case concludes each chapter and presents critical-thinking questions to cement the chapter's concepts. Accessible Language Since the first edition published in 1972, *Emergency Care in the Streets* has been known for its clear, accessible language that provides the most effective learning for students. The Seventh Edition continues Dr. Caroline's legacy with world-class medical content written in a manner that is relevant to today's practice of paramedicine. More than a quarter of a century has passed since Canada promised to recognize and respect the rights of children under the United Nations Convention on the Rights of the Child. Ratification of the Convention cannot, however, guarantee that everyone will abandon

proprietary notions about children, or that all children will be free to enjoy the substance of their rights in every social and institutional context in which they find themselves, including—and perhaps especially—within families. This disconnect remains one of the most important challenges to the recognition of children's rights in Canada. The authors argue that social toxins are as harmful to children's independent welfare and developmental interests as environmental toxins, and that both must be eradicated if Canada is to fulfill its commitments under the Convention. They also argue that if Canada wishes to ensure the substance of the rights outlined in the Convention are socially guaranteed, an attitudinal or cultural shift is required concerning the moral and legal status of children. This revised, expanded, and updated edition of the bestselling *Challenge of Children's Rights for Canada* will be of interest to academics, policymakers, parents, teachers, social workers, and human service professionals—indeed to anyone who cares about and for children. This popular textbook offers a thorough and accessible approach to Canadian Studies through comparative analyses of Canada and the United States, their histories, geographies, political systems, economies, and cultures. Students and professors alike acknowledge it as an ideal tool for understanding the close relationship between the two countries, their shared experiences, and their differing views on a range of issues. Fully revised and updated, the second edition of *Canadian Studies in the New Millennium* includes new chapters on Demography and Immigration Policy, the Environment, and Civil Society and Social Policy, all written by leading scholars and educators in the field. At a time in which there is a growing mutual dependence between the US and Canada for security, trade, and investment, *Canadian Studies in the New Millennium* will continue to be a valuable resource for students, educators, and practitioners on both sides of the border. *Campbell BIOLOGY* is the best-selling introductory biology text in Canada. The text is written for university biology majors and is unparalleled in its accuracy, depth of explanation, and art program, as well as its overall effectiveness as a teaching and learning tool. The second Canadian edition maintains the integrity of the Campbell franchise and will benefit students by highlighting Canadian contributions to biological science research. It does so by presenting Canadian examples of flora and fauna alongside global example investigating Canadian-specific biological issues, such as specific invasive species and providing Canadian data on biological issues. Note: You are purchasing a standalone product; *MasteringBiology* does not come packaged with this content. Students, if interested in purchasing this title with *MasteringBiology*, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and *MasteringBiology*, search for: 0134589947 / 9780134589947 *Campbell Biology, Second Canadian Edition Plus MasteringBiology with Pearson eText -- Access Card Package* Package consists of: 0134189116 / 9780134189116 *Campbell Biology, Second Canadian Edition* 0134561708 / 9780134561707 *MasteringBiology with Pearson eText -- Standalone Access Card -- for Campbell Biology, Second Canadian Edition* Prepare for licensure and your transition to practice! Organized around the issues in today's constantly changing healthcare environment *Yoder-Wise's Leading & Managing in Canadian Nursing, 2nd Edition* offers an innovative approach to leading and managing by merging theory, research, and practical application. This cutting-edge text is intuitively organized around the issues that are central to the success of Canadian nurses including cultural diversity, resource management, advocacy, patient safety, delegation, and communication. In addition, it provides just the right amount of information to equip you with the tools you need to master leadership and management - all to help prepare you for clinical practice! UNIQUE! Each chapter opens with A Challenge, where practicing nurse leaders/managers offer their real-world views of a concern related in the chapter, encouraging you to think about how you would handle the situation. UNIQUE! A Solution closes each chapter with an effective method to handle the real-life situation presented in A Challenge and demonstrates the ins and outs of problem-solving in practice. Innovative content and presentation, merge theory, research and professional practice in key leadership and management areas. An array of pedagogical elements includes chapter objectives, glossary terms, exercises, Research Perspectives, Literature Perspectives, Theory Boxes, chapter checklists, tips, and references. Intuitively organized content and clear and unbiased writing style facilitates learning of theory and complex concepts. Inviting and well-structured full-colour design enhances your learning by being able to find information quickly and easily, providing visual reinforcement of

concepts. UNIQUE! Two NEW chapters help build your leadership skills within your academic program - one of which is authored by an undergraduate student and an early career alumnus. NEW! UNIQUE! Chapter on nursing leadership in Indigenous health explains the leadership role and is also integrated into relevant topics throughout the text. NEW! Expanded and updated coverage of topics includes workplace violence and incivility, strength-based nursing and the role of nurses as change agents - visioning, shaping culture, leading change. NEW! Expanded discussion on the interdependence of leadership and management roles and competencies clearly fosters leadership ideas for effective and responsive health care environments. NEW! Additional examples of real life practice cases and examples help you to examine and apply theoretical concepts. "The textbook is an overview of Canada's legal system, meets LSO guidelines, and will serve as a comprehensive, all-in-one resource aimed at colleges and universities."--Résumé de l'éditeur. Now in its second edition, *Canadian Perspectives on Advanced Practice Nursing* provides a comprehensive and uniquely Canadian review of the roles of clinical nurse specialists and nurse practitioners, the two streams of advanced practice nursing (APN) in the country. With contributions from notable professionals and academics of the field, the text explores the history and evolution of APN in Canada, from its rural and remote outpost beginnings to the present, and proposes a vision for its future within the health care system. Key issues are examined in relation to economic, educational, legislative, political, regulatory, and social environments that have shaped the continued integration of APN roles across the country. Additionally, the contributors apply the Canadian Nurses Association's pan-Canadian framework and role competencies to real clinical cases. Speciality roles, including geropsychiatry, ambulatory care, and neonatal, are also examined. New to this edition are chapters that focus on the unique challenges of developing APN roles in Quebec; the social determinants of health of Indigenous, inner-city, rural and remote, LGBT2SQ, and refugee and migrant populations in Canada; and other critical issues, such as performance assessment and global perspectives. Thoroughly updated, this second edition of *Canadian Perspectives on Advanced Practice Nursing* is a must-read for those in the nursing profession, especially students in nursing programs. *Introduction to Pathophysiology* provides an entrance to the science of pathophysiology and explains why it is important. Lifespan coverage includes nine separate chapters on developmental alterations in pathophysiology and special sections with aging and pediatrics content. Canadian drug and treatment guidelines familiarize you with aspects of clinical practice you will encounter. Coverage of diseases includes their pathophysiology, clinical manifestations, and evaluation and treatment. Canadian lab values provide the core fundamental information required for practice in Canada. Canadian morbidity statistics provide you with the Canadian context in which you will be practising. Algorithms and flowcharts of diseases and disorders make it easy to follow the sequential progression of disease processes. Health Promotion boxes emphasize evidence-based care and align with the Canadian curriculum. Risk Factors boxes highlight important safety considerations associated with specific diseases. Quick Check boxes test your understanding of important chapter concepts. End-of-chapter Did You Understand? summaries make it easy to review the chapter's major concepts. Key Terms are set in blue, boldface type and listed at the end of each chapter Glossary of approximately 1,000 terms is included on the Evolve website with definitions of important terminology. Family violence is hard for most people to understand. The fact that we are more likely to be killed or assaulted by family members than anyone else seems incredible. Yet for many Canadians the family is a dangerous place, far from the haven of love and security that we would like to believe. In this book, sociologists Julianne Momirov and Ann Duffy explore the many forms that violence can take, from physical abuse to emotional deprivation. The victims, the theories, and the factors increasing risk are all clearly presented. Policies and programs which would address this issue -- from personal intervention to institutional reforms -- are also outlined. This new edition incorporates up-to-date statistical information on the prevalence of family violence. It reports on recent initiatives to find more successful ways to respond to the needs of victims and to rehabilitate the perpetrators. This is the definitive Canadian book for anyone wanting to learn more about this disturbing phenomenon. For courses in *Introductory Psychology* Help students become scientifically literate. *An Introduction to Psychological Science* helps students view psychology as a practical, modern science--and gives them the tools to better understand our world. Throughout the second edition, authors Krause,

Corts, Smith and Dolderman continue to emphasize scientific literacy: the ability not only to define scientific terminology, but also to understand how it functions, to evaluate it critically, and to apply it to personal and societal matters. In addition to helping students master key course objectives, learning how to think scientifically will enable students to categorize the overwhelming amount of information they encounter, as well as ignite their interest in psychological science. An Introduction to Psychological Science, 2ce is also available via REVEL(tm), an immersive learning experience designed for the way today's students read, think, and learn. Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Tommy Sadler, Sally Vyain, Jeff Bry, Faye Jones Medical-Surgical Nursing is a popular medical/surgical text used in nursing courses around the world containing solid, research-based content presented in a concise, readable, and consistent format. In the second edition of this remarkable and comprehensive anthology, many of Canada's leading sexuality studies scholars examine the fundamental role that sexuality has played—and continues to play—in the building of our nation, and in our national narratives, myths, and anxieties about Canadian identity. Thoroughly updated, this new edition features twenty-six new chapters on topics including Indigenous kinship, Blackness, masculinity, disability, queer resistance, and sex education. Covering both historical and contemporary perspectives on nation and community, law and criminal justice, organizing and activism, health and medicine, education, marriage and family, sport, and popular culture and representation, the essays also take a strong intersectional approach, integrating analyses of race, class, and gender. This interdisciplinary collection is essential for the Canadian sexuality studies classroom, and for anyone interested in the mythologies and realities of queer life in

Canada. FEATURES: - Sixty percent new and expanded content with twenty-six new chapters - Thoroughly updated to reflect a strong emphasis on the diversity of queer experiences and identities in Canada - Each chapter includes a brief introduction, written for this collection by the author, that provides helpful context about their work for both students and teachers The second Canadian edition of Health Psychology: Biopsychosocial Interactions integrates multidisciplinary research and theory to help students understand the complex connections between psychology and health. This comprehensive yet accessible textbook covers the biopsychosocial factors that impact human health and wellness, placing particular emphasis on the distinctive characteristics of the Canadian health care system, the issues and challenges unique to Canadian culture, and the most recent Canadian research in the field of health psychology. Clear, student-friendly chapters examine topics such as coping with stress and illness, lifestyles for enhancing health and preventing illness, managing pain and discomfort, getting medical treatment, and living with chronic illness. This fully revised second edition features the latest available data and research from across Canada and around the world. New and expanded chapters explore psychosocial factors in aging and dying, legalized marijuana use in Canada, the link between inflammation and depression, Canadian psychosocial models of pain, recent Medical Assistance in Dying (MAiD) legislation, weight control, eating disorders, and exercise, and much more. Throughout the text, updated illustrative examples, cross-cultural references, and real-world cases reinforce key points and strengthen student comprehension, retention, and interest. "Child and Youth Protection and Canadian Law, 2e is a thoroughly revised and updated revision of the Child Protection and Canadian Law 1e, and reflects the recent introduction of Ontario's new Child, Youth and Family Services Act, 2017"-- This text is designed for the Critical Thinking and Logic courses found in philosophy and general education departments at both universities and colleges. The most unique feature of the text is its solid foundation in logic. The discussion of fallacies is integrated with logic in a way not seen in other texts. This treatment provides students with tools to evaluate their own and other peoples thinking logically as well as analyze and assess an argument. With an engaging visual design, unique pedagogical features, and integrated Canadian content, THINK Sociology 2ce continues to be an introductory Sociology text your students will actually read. Its journalistic, first-person writing style will engage your students while delivering the core concepts in a way that they can actually understand.