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Journal

Time

Journal of the California Dental Association

Zahnärztliche Mitteilungen

Global Brand Strategy

World-wise Marketing in the Age of Branding

*Springer Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.*

Brushing Teeth

*Capstone* "Text, photographs, and diagrams present information brushing teeth properly."

USMC User's Guide to Counseling

MITRE Systems Engineering Guide

Human Aspects of IT for the Aged Population. Social Media, Games and Assistive Environments

5th International Conference, ITAP 2019, Held as Part of

## the 21st HCI International Conference, HCII 2019, Orlando, FL, USA, July 26-31, 2019, Proceedings, Part II

*Springer* This two-volume set LNCS 11592 and 11593 constitutes the refereed proceedings of the 5th International Conference on Human Aspects of IT for the Aged Population, ITAP 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 86 papers presented in these two volumes are organized in topical sections named: Design with and for the Elderly, Aging and Technology Acceptance, Aging and the User Experience, Elderly-Specific Web Design, Aging and Social Media, Games and Exergames for the Elderly, Ambient Assisted Living, Aging, Motion, Cognition, Emotion and Learning.

## Popular Science

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

## Sociophonetics

## A Student's Guide

-incorporates exercises and projects in each chapter --

## The Dental Diet

## The Surprising Link between Your Teeth, Real Food, and Life-Changing Natural Health

*Hay House, Inc* A unique exploration of how dental health connects to holistic health, with a 40-day meal plan and long-lasting dietary guidelines that are easily integrable into everyday life Throughout the years, dental health has often been characterized as a reflection of our overall health, where bad oral health results from issues with other parts of our body. But what if we flipped the paradigm? What if we thought about dental health as the foundation for our physical health as a whole? Dr. Steven Lin, an experienced dentist and the world's first dental nutritionist, has analyzed our ancestral traditions, epigenetics, gut health, and the microbiome in order to develop food-based principles for a literal top-down holistic health approach. Merging dental and nutritional science, Dr. Lin lays out the dietary program that can help ensure you won't need dental fillings or cholesterol medications —and give you the resources to raise kids who develop naturally straight teeth. With our mouth as the gatekeeper of our gut, keeping our oral microbiome balanced will create a healthy body through a healthy mouth. Dr. Lin arms you with a 40-day meal plan, complete with the Dental Diet food pyramid, exercises for the mouth, recipes, and cooking techniques to help you easily and successfully implement his techniques into your everyday life. The tools to improve overall wellness levels and reverse disease are closer than we think—in our markets, in our pantries, and, most frequently, in our mouths.

## Planning guide for maintaining school facilities

*DIANE Publishing*

## e-Health Care in Dentistry and Oral Medicine

## A Clinician's Guide

*Springer* This clinically oriented book presents the state of the art in e-health care within dentistry and oral medicine ("e-oral health") with the aim of acquainting dentists and other oral health care professionals with its uses and advantages, especially with regard to diagnosis. It will assist all who wish to learn about teledentistry protocols and the e-oral health branch or to implement e-oral health solutions and procedures in clinical practice. The book opens by discussing general aspects of e-oral health, including tools, networks, and the very important ethical considerations. The use and specific benefits of e-oral health technologies in the diagnosis of different conditions, orthodontic assessment, implantology evaluation, and caries prevention are then fully explained. Finally, examples are provided of the ways in which teledentistry functions in different countries on different continents. e-Oral health is a burgeoning field that encompasses teledentistry as well as other uses of information and communication technologies for oral health care purposes. This book will be an ideal guide for not only dentists but also dental hygienists, dental nurses,

and other professionals.

## Dentistry in a Nutshell

### A Practical Guide to Clinical Dentistry

*Nielsen Bookservices Limited* **Product description** A step-by-step guide covering the most common procedures within advanced clinical dentistry, ranging from simple to complex. This book breaks these down into concise step by step instructions and ensures your confidence at every stage. This daily handbook contains over 100 flowcharts and illustrations in 15 chapters: 1. History and Examination 2. Dental Emergency 3. Swellings 4. Trauma 5. Oral Medicine 6. Periodontology 7. Endodontics 8. Restorative Dentistry 9. Bridges 10. Crowns/Onlays 11. Post and Cores 12. Removal Prosthodontics 13. Cosmetic Dentistry 14. Paediatric Dentistry 15. Oral Surgery Why Dentistry in a Nutshell? This book is unique because it works perfectly both as a practical clinical guide and as a source of revision material. It is applicable as a guiding tool in clinical scenarios and also as a concise and informative breakdown of the core fundamentals of dentistry. Just turn to the relevant chapter and follow the flow chart on the left side of the page for a succinct step by step breakdown - for further elaboration refer to the boxes on the right side. Who is this book for? This book will benefit: Dental students Dental Core Trainees transitioning back to general practice Junior dentists About the Authors Dr. Nicola Z Gore (BDS MCLINDENT (PROSTHODONTICS - LONDON) MJDF RCS PGCERT MEDICAL/DENTAL EDUCATION) Alongside starting and running two practices, she trains future generations of dentists as part of her role as a DFT trainer and has now trained 21 successful dentists. Teaching is one of Dr Gore's greatest passions. Always staying up to date with the latest evidence, she utilises this by regularly lecturing for SmileAcademy UK. Dr. Raabiha Maan - BDS (U.Lond) Hons (2014) She has attended multiple training courses to ensure her practice remains up to date and evidence based. Teaching is one of her greatest joys and she regularly lectures at UK dental schools and delivers online webinars. Dr Maan is a mentor to the younger generation of dentists and has been a DFT trainer since 2016

## The British Library Guide to Writing and Scripts

### History and Techniques

*University of Toronto Press* An introduction to the history and techniques of writing that offers a thorough and accessible historical overview of techniques and processes, illustrated with examples, diagrams, and photographs of crafts people at work.

## Popular Science

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

### A Basic Guide to Exporting

*Skyhorse Publishing Inc.* Here is practical advice for anyone who wants to build their business by selling overseas. The International Trade Administration covers key topics such as marketing, legal issues, customs, and more. With real-life examples and a full index, A Basic Guide to Exporting provides expert advice and practical solutions to meet all of your exporting needs.

## The Daily Show (The Book)

### An Oral History as Told by Jon Stewart, the Correspondents, Staff and Guests

*Grand Central Publishing* **NEW YORK TIMES BESTSELLER** The complete, uncensored history of the award-winning *The Daily Show with Jon Stewart*, as told by its correspondents, writers, and host. For almost seventeen years, *The Daily Show with Jon Stewart* brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers-including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of *The Daily Show's* most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of

the beating heart of politics—a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative takes on Wall Street and racism, *The Daily Show* has been a cultural touchstone. Now, for the first time, the people behind the show's seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America's most groundbreaking shows.

## Raspberry Pi for Radio Amateurs

## Program and Build RPi-based Ham Station Utilities, Tools, and Instruments

## Complete A+ Guide to IT Hardware and Software

## AA CompTIA A+ Core 1 (220-1001) & CompTIA A+ Core 2 (220-1002) Textbook

*Pearson IT Certification* Master IT hardware and software installation, configuration, repair, maintenance, and troubleshooting and fully prepare for the CompTIA® A+ Core 1 (220-1001) and Core 2 (220-1002) exams. This is your all-in-one, real-world, full-color guide to connecting, managing, and troubleshooting modern devices and systems in authentic IT scenarios. Its thorough instruction built on the CompTIA A+ Core 1 (220-1001) and Core 2 (220-1002) exam objectives includes coverage of Windows 10, Mac, Linux, Chrome OS, Android, iOS, cloud-based software, mobile and IoT devices, security, Active Directory, scripting, and other modern techniques and best practices for IT management. Award-winning instructor Cheryl Schmidt also addresses widely-used legacy technologies—making this the definitive resource for mastering the tools and technologies you'll encounter in real IT and business environments. Schmidt's emphasis on both technical and soft skills will help you rapidly become a well-qualified, professional, and customer-friendly technician. **LEARN MORE QUICKLY AND THOROUGHLY WITH THESE STUDY AND REVIEW TOOLS:** Learning Objectives and chapter opening lists of CompTIA A+ Certification Exam Objectives make sure you know exactly what you'll be learning, and you cover all you need to know Hundreds of photos, figures, and tables present information in a visually compelling full-color design Practical Tech Tips provide real-world IT tech support knowledge Soft Skills best-practice advice and team-building activities in every chapter cover key tools and skills for becoming a professional, customer-friendly technician Review Questions—including true/false, multiple choice, matching, fill-in-the-blank, and open-ended questions—carefully assess your knowledge of each learning objective Thought-provoking activities help students apply and reinforce chapter content, and allow instructors to “flip” the classroom if they choose Key Terms identify exam words and phrases associated with each topic Detailed Glossary clearly defines every key term Dozens of Critical Thinking Activities take you beyond the facts to deeper understanding Chapter Summaries recap key concepts for more efficient studying Certification Exam Tips provide insight into the certification exam and preparation process

## The Real Santa

*Random House Books for Young Readers* Join one Black family on their journey to discover what the real Santa looks like in this joyous tale celebrating identity, family and holiday cheer, from the New York Times bestselling author of *Bedtime Bonnet*. It's not Christmas without Santa! But what does Santa truly look like—is he the figurines on our mantles or the holiday sweaters we wear? Does he look like you, or like me? This year, one Black family is determined to find out! And when Mom, Dad, Grandma, and Grandpa don't know the answer, it's up to one little boy to discover what the real Santa looks like—even if that means staying up on Christmas Eve to get a picture of jolly old Saint Nick. From bestselling author Nancy Redd comes a warm and cozy celebration of intergenerational family, representation, and holiday spirit for all the kids who look for themselves in their heroes.

## Fiber Optic Sensors and Applications

*MDPI* This Special Issue focuses on all aspects of the recent research and development related to fiber optic sensors. The recent advances in fiber-based sensing technologies have enabled both fundamental studies and a wide spectrum of applications. The goal of this Special Issue is to bring attention to the most recent results in the field of fiber optic sensors, including new mechanisms, materials, processes, and applications.

## Clinical Problem Solving in Dentistry E-Book

*Elsevier Health Sciences* The latest edition of this popular book continues to provide a highly visual step-by-step guide to the practical management of a wide variety of presentations seen in clinical dental practice. Containing over 350 high-quality photographs, line artworks and tables, *Clinical Problem Solving in Dentistry* is written in an easy-to read 'how

to' style and contains a large number of real life clinical cases carefully presented to maximise learning outcomes for the reader. Covering all core aspects of practice, *Clinical Problem Solving in Dentistry*, 3rd edition will be of value to all general dental practitioners, both qualified and in training. More than 350 colour illustrations, artworks and tables present clinical, diagnostic and practical information in an easy-to-follow manner. Designed to help the reader reorganise their knowledge into a clinically useful format. Explores treatment alternatives and evaluates their advantages and disadvantages. Integrates material from all the dental specialties in order to cover the full range of problems which will be seen in practice. Practical approach to the subject makes learning especially easy. Includes ten completely new problems, making the book almost twice as long as the first edition! All the chapters have been completely revised to account for new national guidelines, changes in legislation and advances in treatment. Additional topics include Down's syndrome, bisphosphonate-induced osteonecrosis, headache and child protection.

## PSAT 8/9 Prep 2020-2021: PSAT 8/9 Prep 2020 and 2021 with Practice Test Questions [2nd Edition]

*Test Prep Books* **PSAT 8/9 Prep 2020-2021: PSAT 8/9 Prep 2020 and 2021 with Practice Test Questions [2nd Edition]** Developed by Test Prep Books for test takers trying to achieve a passing score on the PSAT exam, this comprehensive study guide includes: -Quick Overview -Test-Taking Strategies -Introduction -Reading Test -Writing and Language Test -Math Test -Practice Questions -Detailed Answer Explanations. Disclaimer: PSAT/NMSQT(R) is a trademark registered by the College Board and the National Merit Scholarship Corporation, which are not affiliated with, and do not endorse, this product. Each section of the test has a comprehensive review created by Test Prep Books that goes into detail to cover all of the content likely to appear on the PSAT test. The Test Prep Books PSAT practice test questions are each followed by detailed answer explanations. If you miss a question, it's important that you are able to understand the nature of your mistake and how to avoid making it again in the future. The answer explanations will help you to learn from your mistakes and overcome them. Understanding the latest test-taking strategies is essential to preparing you for what you will expect on the exam. A test taker has to not only understand the material that is being covered on the test, but also must be familiar with the strategies that are necessary to properly utilize the time provided and get through the test without making any avoidable errors. Test Prep Books has drilled down the top test-taking tips for you to know. Anyone planning to take this exam should take advantage of the PSAT study guide review material, practice test questions, and test-taking strategies contained in this Test Prep Books study guide.

## Digital technologies in agriculture and rural areas

### Status report

*Food & Agriculture Org.* This report aims to identify the different scenarios where the process of digital transformation is taking place in agriculture. This identifies those aspects of basic conditions, such as those of infrastructure and networks, affordability, education and institutional support. In addition, enablers are identified, which are the factors that allow adopting and integrating changes in the production and decision-making processes. Finally identify through cases, existing literature and reports how substantive changes are taking place in the adoption of digital technologies in agriculture.

## The Scientist and Engineer's Guide to Digital Signal Processing

## The Skeptics' Guide to the Universe

## How to Know What's Really Real in a World Increasingly Full of Fake

*Grand Central Publishing* An all-encompassing guide to skeptical thinking from podcast host and academic neurologist at Yale University School of Medicine Steven Novella and his SGU co-hosts, which Richard Wiseman calls "the perfect primer for anyone who wants to separate fact from fiction." It is intimidating to realize that we live in a world overflowing with misinformation, bias, myths, deception, and flawed knowledge. There really are no ultimate authority figures-no one has the secret, and there is no place to look up the definitive answers to our questions (not even Google). Luckily, *The Skeptic's Guide to the Universe* is your map through this maze of modern life. Here Dr. Steven Novella-along with Bob Novella, Cara Santa Maria, Jay Novella, and Evan Bernstein-will explain the tenets of skeptical thinking and debunk some of the biggest scientific myths, fallacies, and conspiracy theories-from anti-vaccines to homeopathy, UFO sightings to N-rays. You'll learn the difference between science and pseudoscience, essential critical thinking skills, ways to discuss conspiracy theories with that crazy co-worker of yours, and how to combat sloppy

reasoning, bad arguments, and superstitious thinking. So are you ready to join them on an epic scientific quest, one that has taken us from huddling in dark caves to setting foot on the moon? (Yes, we really did that.) DON'T PANIC! With *The Skeptic's Guide to the Universe*, we can do this together. "Thorough, informative, and enlightening, *The Skeptic's Guide to the Universe* inoculates you against the frailties and shortcomings of human cognition. If this book does not become required reading for us all, we may well see modern civilization unravel before our eyes." -- Neil deGrasse Tyson "In this age of real and fake information, your ability to reason, to think in scientifically skeptical fashion, is the most important skill you can have. Read *The Skeptics' Guide Universe*; get better at reasoning. And if this claim about the importance of reason is wrong, *The Skeptics' Guide* will help you figure that out, too." -- Bill Nye

## Guide to Bluetooth Security

## Recommendations of the National Institute of Standards and Technology

*DIANE Publishing* This document provides info. to organizations on the security capabilities of Bluetooth and provide recommendations to organizations employing Bluetooth technologies on securing them effectively. It discusses Bluetooth technologies and security capabilities in technical detail. This document assumes that the readers have at least some operating system, wireless networking, and security knowledge. Because of the constantly changing nature of the wireless security industry and the threats and vulnerabilities to the technologies, readers are strongly encouraged to take advantage of other resources (including those listed in this document) for more current and detailed information. Illustrations.

## Teaching at Its Best

## A Research-Based Resource for College Instructors

*John Wiley & Sons* **Teaching at Its Best** This third edition of the best-selling handbook offers faculty at all levels an essential toolbox of hundreds of practical teaching techniques, formats, classroom activities, and exercises, all of which can be implemented immediately. This thoroughly revised edition includes the newest portrait of the Millennial student; current research from cognitive psychology; a focus on outcomes maps; the latest legal options on copyright issues; and how to best use new technology including wikis, blogs, podcasts, vodcasts, and clickers. Entirely new chapters include subjects such as matching teaching methods with learning outcomes, inquiry-guided learning, and using visuals to teach, and new sections address Felder and Silverman's Index of Learning Styles, SCALE-UP classrooms, multiple true-false test items, and much more. Praise for the Third Edition of *Teaching at Its Best* Everyone—veterans as well as novices—will profit from reading *Teaching at Its Best*, for it provides both theory and practical suggestions for handling all of the problems one encounters in teaching classes varying in size, ability, and motivation."—Wilbert McKeachie, Department of Psychology, University of Michigan, and coauthor, *McKeachie's Teaching Tips* This new edition of Dr. Nilson's book, with its completely updated material and several new topics, is an even more powerful collection of ideas and tools than the last. What a great resource, especially for beginning teachers but also for us veterans!"—L. Dee Fink, author, *Creating Significant Learning Experiences* This third edition of *Teaching at Its Best* is successful at weaving the latest research on teaching and learning into what was already a thorough exploration of each topic. New information on how we learn, how students develop, and innovations in instructional strategies complement the solid foundation established in the first two editions."—Marilla D. Svinicki, Department of Psychology, The University of Texas, Austin, and coauthor, *McKeachie's Teaching Tips*

## Official Gazette of the United States Patent and Trademark Office

## Patents

## Index Medicus

## Style Guide

*Hachette UK* This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The *Economist Style Guide* gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of

reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: \*Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader.

## The Armed Forces Officer

*Government Printing Office* In 1950, when he commissioned the first edition of *The Armed Forces Officer*, Secretary of Defense George C. Marshall told its author, S.L.A. Marshall, that "American military officers, of whatever service, should share common ground ethically and morally." In this new edition, the authors methodically explore that common ground, reflecting on the basics of the Profession of Arms, and the officer's special place and distinctive obligations within that profession and especially to the Constitution.

## Social Usage and Protocol Handbook

### A Guide for Personnel of the U. S. Navy

Members of the naval service will find that at all points in their careers they can expect to be involved to some extent in the planning and execution of official ceremonies and social events. Protocol is a code of established guidelines on proper etiquette and precedence which, when followed, lays the foundation for a successful event. From this foundation, the host should consider the facets which make a particular situation unique, and from there, use imagination to design a memorable occasion. The most important consideration in planning should always be the comfort of one's guests. A clever host/hostess is able to reach a proper mixture of protocol and common sense that will enable guests to enjoy themselves completely. If this is accomplished, an event is truly successful.

## PC Magazine

### The Independent Guide to IBM-standard Personal Computing

### Get the Guy

### Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve

*Harper Collins* Most dating books tell you what NOT to do. Here's a book dedicated to telling you what you CAN do. In his book, *Get the Guy*, Matthew Hussey—relationship expert, matchmaker, and star of the reality show *Ready for Love*—reveals the secrets of the male mind and the fundamentals of dating and mating for a proven, revolutionary approach to help women to find lasting love. Matthew Hussey has coached thousands of high-powered CEOs, showing them how to develop confidence and build relationships that translate into professional success. Many of Matthew's male clients pressed him for advice on how to apply his winning strategies not to just get the job, but how to get the girl. As his reputation grew, Hussey was approached by more and more women, eager to hear what he had learned about the male perspective on love and romance. From landing a first date to establishing emotional intimacy, playful flirtation to red-hot bedroom tips, Matthew's insightfulness, irreverence, and warmth makes *Get the Guy: Learn Secrets of the Male Mind to Find the Man You Want and the Love You Deserve* a one-of-a-kind relationship guide and the handbook for every woman who wants to get the guy she's been waiting for.

## NCUA Examiner's Guide

### Government to Government

## Understanding State and Tribal Governments

State and tribal governments have common purposes: to use public resources effectively and efficiently, to provide comprehensive services to their respective citizens, and to protect the natural environment, all while sustaining healthy economies. Neighboring governments, as a practical matter, share many aspects of their respective economic and social systems, and are connected through political and legal relationships. Although these mutual interests have created jurisdictional disputes that historically have been solved through litigation, there is an increasing need for cooperation. Public resources are an issue for all governments, and state and tribes can benefit by collaborating and pooling resources to the fullest extent possible.

## World Class Smiles, Made in Detroit

## The Straight-Shooting Orthodontist's Guide to Your Amazing Smile

*Createspace Independent Publishing Platform* Born and raised near Detroit, Michigan, James B. Reynolds, DDS, MS, and diplomate of the American Board of Orthodontics, is determined to help as many people as possible in his home city and beyond gain access to the orthodontic care they need. In a world of expanding technology and specialization, treatment options are increasing-and so is patient confusion. With so many paths and opinions, how can you possibly decide on, and feel confident about, a line of treatment for yourself or your loved ones? Dr. Reynolds has written this fun, friendly, and informative guide to lead you through the world of orthodontics and help you make these crucial decisions about treatment. In this handy book, he answers the most frequently asked questions, such as the differences between dentists and orthodontists, whether there's a safe way to get straight teeth faster, and ways to make the best treatment more affordable. It also includes a convenient quick reference guide for parents-with eleven essential things to consider while choosing an orthodontist. With this book, you'll have access to world-class advice, from a world-class orthodontist, who wants to put you and your family on the road toward achieving world-class smiles!