

1. Record Nr.	UNINA9910817828803321
Titolo	The SAGE handbook of persuasion : developments in theory and practice // edited by James Price Dillard, Lijiang Shen
Pubbl/distr/stampa	Los Angeles : , : SAGE, , 2013
ISBN	1-4833-0573-2 1-4522-6204-7 1-78268-927-3 9781452262048
Edizione	[Second edition.]
Descrizione fisica	1 online resource (447 pages) : illustrations
Collana	Gale eBooks
Disciplina	303.342
Soggetti	Persuasion (Psychology) - Social aspects Persuasion (Rhetoric)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	""Cover""; ""Contents""; ""Part I - Fundamental Issues""; ""Chapter 1 - Persuasion in the Rhetorical Tradition""; ""Chapter 2 - The Effects of Message Features: Content, Structure, and Style""; ""Chapter 3 - Media Influence as Persuasion""; ""Chapter 4 - Outcomes of Persuasion: Behavioral, Cognitive, and Social""; ""Chapter 5 - On Being Persuaded: Some Basic Distinctions""; ""Part II - Theories, Perspectives, and Traditions""; ""Chapter 6 - Discrepancy Models of Belief Change""; ""Chapter 7 - Functional Attitude Theory"" ""Chapter 8 - Reasoned Action Theory: Persuasion as Belief-Based Behavior Change""""Chapter 9 - The Elaboration Likelihood Model""; ""Chapter 10 - Affect and Persuasion""; ""Chapter 11 - Reactance Theory and Persuasion""; ""Chapter 12 - Fear Appeals""; ""Chapter 13 - Narrative Persuasion""; ""Chapter 14 - Inoculation Theory""; ""Chapter 15 - Supportive and Persuasive Communication: Theoretical Intersections""; ""Part III - Contexts, Settings, and Applications""; ""Chapter 16 - Political Persuasion""; ""Chapter 17 - Persuasive Strategies in Health Campaigns"" ""Chapter 18 - The Sirena€?s Call: Mass Media and Drug Prevention""""Chapter 19 - Persuasion in the Marketplace: How Theories of

Persuasion Apply to Marketing and Advertising"; "Chapter 20 - Persuasion in the Legal Setting"; "Chapter 21 - Persuading in the Small Group Context"; "Chapter 22 - When Presumed Influence Turns Real: An Indirect Route of Media Influence"; "Chapter 23 - How Does Technology Persuade?: Theoretical Mechanisms for Persuasive Technologies"; "Author Index"; "Subject Index"; "About the Authors"

**Sommario/riassunto**

Persuasion is presented here on a micro to macro continuum, moving from chapters on cognitive processes, the individual, and theories of persuasion, to chapters highlighting broader social factors and phenomena related to persuasion, such as social context and larger scale persuasive campaigns. Each chapter identifies key challenges to the area and provides research strategies for addressing those challenges.

2. **Record Nr.**

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**Titolo**

Manual of surgical treatment of atrial fibrillation / / edited by Hauw T. Sie ... [et al.]

**Pubbl/distr/stampa**

Malden, Mass., : Blackwell Futura, 2008

**ISBN**

9786612341922  
9781282341920  
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**Descrizione fisica**

1 online resource (270 p.)

**Altri autori (Persone)**

SieHauw T

**Disciplina**

617.4/120592

**Soggetti**

Atrial fibrillation - Treatment  
Heart - Surgery  
Heart - Surgery - Complications - Prevention

**Lingua di pubblicazione**

Inglese

**Formato**

Materiale a stampa

**Livello bibliografico**

Monografia

**Note generali**

Description based upon print version of record.

Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

The morphology and development of the atrial chambers, with particular regard to atrial fibrillation -- Pathophysiology of atrial fibrillation -- Genetics of atrial fibrillation -- Pharmacological management of atrial fibrillation -- Electrophysiological basis of atrial fibrillation -- Pulmonary and thoracic vein sources: the focal theory of atrial fibrillation -- Surgical treatment of atrial fibrillation: a retrospection -- The maze procedure: past, present, and future -- The radial procedure for atrial fibrillation: theoretical basis and clinical application -- The mini-maze operation -- Alternative energy sources for the surgical treatment of atrial fibrillation -- Radiofrequency modified maze surgery for chronic atrial fibrillation and concomitant cardiac surgery: Zwolle experience -- Bipolar radiofrequency ablation of atrial fibrillation -- Surgical ablation therapy using microwave energy: endo- and epicardial approach -- Epicardial ablation in the treatment of atrial fibrillation -- Surgical treatment of atrial fibrillation: the Japanese experience -- Minimally invasive surgical approach to treat atrial fibrillation -- Percutaneous treatment of atrial fibrillation -- Surgical ablation of arrhythmias associated with congenital cardiopathies -- Perioperative complications during surgical treatment of atrial fibrillation: tips and pitfalls.

Sommario/riassunto

In recent years, a myriad of surgical protocols have been developed to manage atrial fibrillation, increasing the confusion over which are the most effective approaches. This timely book presents a multidisciplinary, international team of authorities who have reviewed the evidence in order to establish which surgical approaches should be used under which circumstances. Divided into five parts, the book not only explores surgical treatment of atrial fibrillation, it also offers a complete understanding of its underlying causes: Anatomy, Pathophysiology, and Electrophysiology