Designing for Total Quality in Health Care. GD Kunders, 2002, First Edition, Published by Prism books Pvt Ltd, Bangalore, 150 illustrations, 502 pages, price Rs.900/-, Hard Bound, ISBN 81-7286-235-0.

This book is a very useful aid for the hospital planners and architects. It has been divided into five sections with emphasis on finishes, special facilities, supportive services and engineering services. Each section has been suitably illustrated with photographs, schematic diagrams, outline plans which makes understanding and conceptualization of the designs easier. Author has tried to quote from his own experiences of planning hospitals in India with a lot of practical tips in implementing hospital projects.

How to market your hospital without selling your philosophy: GD Kunders, 1999, First Edition, Published by Prism Books Pvt Ltd, Bangalore, Pages 356, Price Rs. 560/- ISBN 81-7286-133-6. Hard Bound.

Hospital marketing while slowly coming of age in our country still carries a stigma in the eyes of many hospitals. Author has tried to handle such a sensitive and controversial subject in a successful manner in this book. This book has been divided into six parts gradually building up the subject from introduction to marketing concepts to marketing of hospitals in India. Author has made a special reference to private practice in terms of useful and ethical tips to increase the client base. The book also has sections

Evaluation of the patients with heart disease : Integrating the Physical Examination and Echocardiography. Editors : Roldan CA, Abrams J. Publisher : Lippincott Williams & Wilkins, Philadelphia, USA. Year of Publication 2002, Number of Pages : 383; profusely illustrated. Soft bound. Price 969/- ISBN 0-7817-1001-5.

Physician skills in physical diagnosis have deteriorated during the last thirty years. An average physician can no longer predict the valve area of a patient with mitral stenosis, by merely auscultating the patient. Infact, many primary care physicians today still experience difficulty in hearing diastolic murmurs. Dr Roldan and Dr Abrams are trying to deal with these situations through their new book. The need for careful integration of physical findings and the results of an echocardiographic study make this text a "must read" for all cardiologists, non cardiologist physicians, medical students, residents in internal medicine and family practice, and mid-level providers. The text is much more than a simple review of various aspects of the cardiovascular physical examination. This includes discussions of the basic principles

Functional inter-relationship of the departments and exact measurement of individual rooms appears to be a weak link in the book. Council of Architecture Regulations quoted, as appendix to the book will help planners in dealing with hospital architect. Overall it is an useful book for hospital administrators, students and project officers as it helps to give a new dimension in the designing of Health Care facilities.

Contributed by :

Col M Dayananda*, Lt Col SKM Rao*

*Professor and Head, *Associate Professor, Department of Hospital Administration, Armed Forces Medical College, Pune - 411 040.

on contemporary marketing, public relations and marketing for non profit organizations. Appendices consisting of sample advertisements, patient's guide, public relation checklist etc. help the management student in conceptualizing ideas of marketing. This book is recommended as a reference book for students of hospital administration and public relation in charge of the hospitals.

Contributed by :

Col M Dayananda*, Lt Col MK Mandal*

*Professor and Head, *Associate Professor, Department of Hospital Administration, Armed Forces Medical College, Pune - 411 040.

followed by a brief description of the specific cardiac conditions and their typical clinical history; a review of the major cardiovascular physical diagnostic findings and a practical description of the pertinent color-Doppler echo findings, specific disease diagnostic criteria plus parameters of disease severity and Class I indications for echocardiography according to ACC/AHA guidelines. Numerous tables for each disease entity lucidly cover Class I indications for echocardiography, limitations and pitfalls of cardiac physical examination and echocardiography. Students of clinical medicine will benefit greatly from a thorough reading of this book. The principles learnt from this text should improve the quality of medical care delivered by anyone who takes to heart the message of Dr Roldan, Dr Abrams and their collaborators.

Contributed by :

Col Charanjit Singh*, Lt Col JS Sabharwal*

*Senior Advisor (Medicine & Cardiology), *Graded Specialist (Medicine & Cardiology), Military Hospital (CTC), Pune - 411 040.