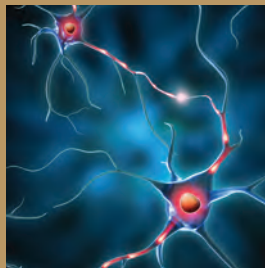
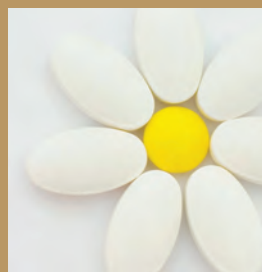




Zafír Press Medical Publishing



Introduction

Zafír Press is a small but flourishing Hungarian publisher, publishing 15-20 titles per year. It was founded with the mission of publishing **authentic, unique, practical, modern printed books and non-print publications in Hungarian language**. In the past six years Zafír Press **has become a new brand name in Hungary** publishing more than **200 000 copies** of its successful publications.

The members of our **professional and most experienced team** have been working together for many years as full-time employees and subcontractors. The **high quality work**, the **good realitonships** with the participants of the Hungarian bookmarket and our **enthusiasm** over publishing are the guarantees of the satisfaction of our partners and the success of Zafír Press.

Not only our professional experience and knowledge, the critical approach, but also our **relationships and contacts with reputed Hungarian authors, pharmaceutical and other sponsor companies and booksellers** in Hungary support our successful work.

Our main fields of publishing are **professional medical science, integrative medicine, complementary therapies, patient education, advisory publications for life-style and diet**.

Symbology of the name

The meaning of the company's name, Zafír – Sapphire in English – is assigned many common features with our approaches, aims, values and main fields of publishing. Sapphire is thought to be the gemstone of wisdom since ancient times, it has symbolized **truth, sincerity and faithfulness**.

Sapphire is believed to focus healing and loving energy on anyone needing it. Sapphire has a trigonal structure which is also **the ancient symbol of harmony**. Sapphire is mostly blue, which is the colour of healing widespreadly but at the same time it is said to awaken artistic expression, too.

Mission

We intend to **strengthen our position** as a named and characteristic company in the Hungarian print media, starting innovative projects in medical professional digital media and **broaden our portfolio** in cooperation with **both foreign publishers and Hungarian authors** as follows:

- Authentic and most up-to-date contents;
- Coming up to the challenges of our modern age;
- Practical approach in choosing general topics;
- Supplying deficiencies, covering real needs with unique publications;
- Professional design;
- Traditonal high quality;
- "We work For the Customer" approach;
- Correct and flexible cooperation with our partners.

Specialities

In regard to our mission, we publish unique publications in the following specialities and themes:

- Medical sciences, printed and non-print materials for medical professionals, residents, medical students and pharmacists
- Integrative and complementary medicine for medical professionals and natural healers
- Health - Patient education and patient information materials including a whole portfolio of books, leaflets, posters, diaries.
- Unique gift collections for bookreaders

How we work

Most of our titles are translated works and sponsored by a pharmaceutical or a topic-associated company placing advertisements on the inside covers. So the first prints are usually **bulk sales** and the further ad-free prints with smaller number of copies are for **trade sales**.

Medical Pocket Library series

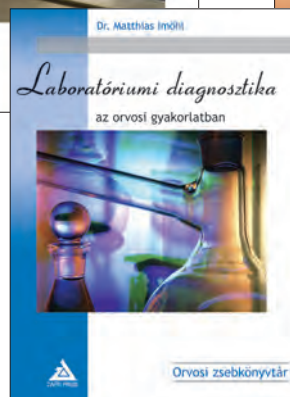
Zafír Press is the first and only publisher in Hungary specialized on pocket books in the medical field. They are all internationally successful, "small books containing a whole database", modern and elegant with a plastic cover – made for the everyday medical and pharmaceutical practice.

Andreas Russ:
■ **Drug Pocket**
2011, 2nd edition
320 pages



English-Hungarian/Hungarian-English
■ **Medical Dictionary Pocket**
466 pages

Michael Jakob
■ **Normal Values**
for the Medical Practice Pocket
218 pages



Matthias Imöhl
■ **Laboratory Diagnosis**
for the Medical Practice Pocket
370 pages



Adrian Padurean:
■ **Medical Abbreviations Pocket**
240 pages

Ralph Haberl
■ **ECG Pocket**
284 pages



Debabrata Mukherjee
■ **ECG – 60 Cases Pocket**
270 pages



Christian Sailer – Susanne Wasner
■ **Differential Diagnoses Pocket**
414 pages

Dr. Boris Kieseewalter, Dr. Walter Olk:
■ **Termini Pocket**
248 pages



Russ - Hoffmann:
■ **Infections Pocket**
114 pages

Special titles



Péter Felkai
■ **Skicamp-doctor's Pocket**
96 pages



Gyula Pados:
■ **Modern therapy of obesity**
240 pages



John David Gordon et al.:
■ **Obstetrics, Gynaecology and Infertility**
580 pages



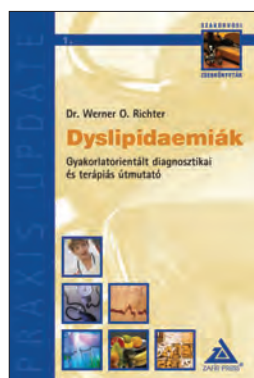
■ **AJCC – TNM ATLAS**, 6th ed.
370 pages

Praxis Update and Practising Doctors' Pocket Library

The new series serves the postgraduation of general practitioners and medical specialists also made in a handy pocket form. Each title is about a special topic, like a given diagnosis or symptom, where medical evidence change and new information come fast and often. Based on this idea, we are looking for further titles to these series.



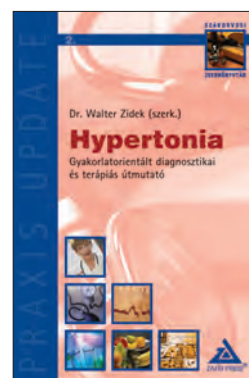
Bavy, Deepak:
■ **Acut coronaria syndroma – A Practical Guide**
128 pages



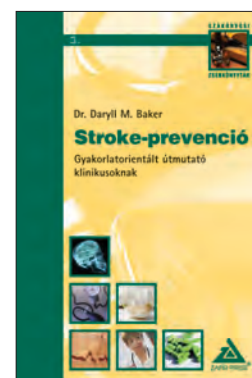
Werner O. Richter:
■ **Dyslipidaemia – The Clinicians Guide**
168 pages



Ilo E. Leppik:
■ **Epilepsy – A Practical Guide**
236 pages



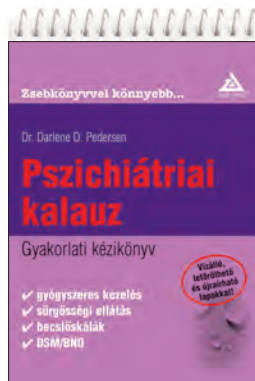
Walter Zidek
■ **Hypertension – A Practical Guide**
172 pages



Ilo E. Leppik:
■ **Stroke Prevention – The Clinicians Guide**
236 pages

Notes series

Medical professional pockets in a modern, spiral bound format, with waterproof pages.



Darlene D. Pedersen
■ **Psych Notes**
292 pages



Tracey B. Hopkins
■ **Lab Notes**
288 pages



Bruce Y. Lee
■ **Medical Notes**
256 pages
Forthcoming

Essence series



Markus Zieglermeier –
Tanja Hein
■ **Drug-Interactions Pocket**
336 pages



Joachim Framm et al.
■ **Drogprofile Pocket**
318 pages



Uwe Gröber:
■ **Interactions between drugs and micronutrients**
120 pages

Medical Databases

Series of a practice-oriented databases in a bankcard format with 64 pages.



■ **Hungarian ICD-10 Vol.1.**



■ **Medical Abbreviations**



■ **Hungarian ICD-10 Vol.2.**



■ **Laboratory differential diagnosis**



■ **Dose calculation in hepatic failure**



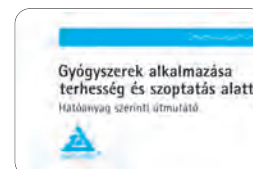
■ **Electrocardiography**



■ **Dose calculation in renal failure**



■ **Normal Values Vol.1.**



■ **Dose calculation in pregnancy and during lactation**



■ **Normal Values Vol.2.**

Kempler - Varkonyi (eds):

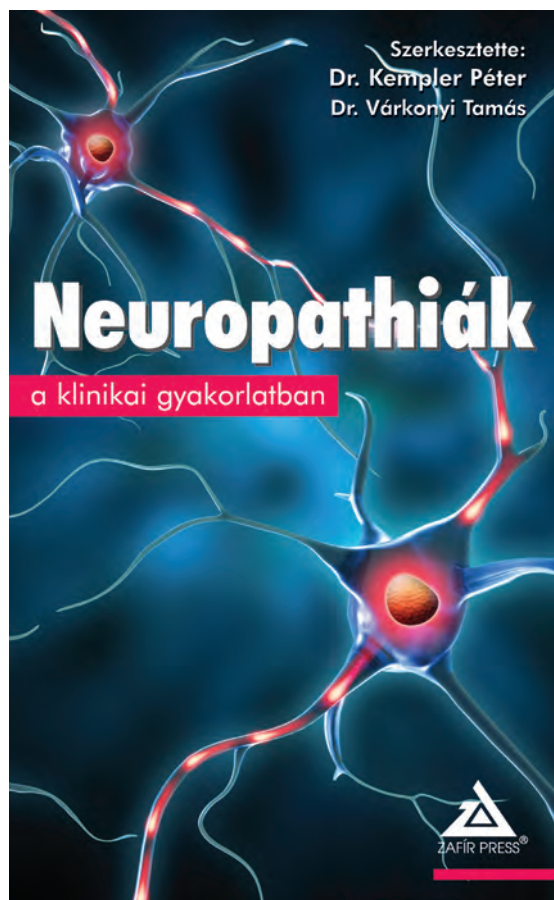
■ **Neuropathies – A Global Clinical Guide**

420 pages

in Hungarian, English and Russian language



Although the training in and the therapy of neuropathy is of outstanding level in Hungary, even by international measures, this frontier specialty of medicine does not receive proper attention either in medical education or in everyday clinical practice.



This volume has been authored by 28 internationally renowned, key opinion leaders in Hungary, with the objective of providing readers with a comprehensive review of neuropathies of diverse aetiology – from somatic to autonomic. It is unique in its undertaking to epitomize the diverse and complex syndromes of nervous system impairment in a holistic but essentially medical approach. Although diabetic neuropathy is at the centre of the discussion, a number of other disease forms are expounded in detail. These include the variants associated with alcoholic or non-alcoholic liver disease, haematological conditions, chronic renal impairment, immunological and central nervous disorders, along with neuropathy in paediatric and adolescent patients, as well as the complex challenge of the diabetic foot.

In addition to this wealth of information, there is an in-depth treatise on current therapeutic options, complete with theoretical and practical guidance based on the latest scientific data and findings from clinical studies.

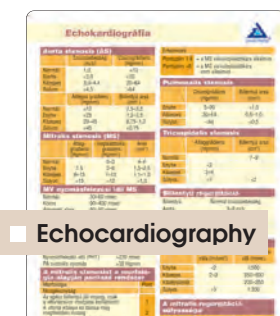
This book may well attract the attention of professionals from many specialties, such as of diabetologists, neurologists, family practitioners, cardiologists, gastroenterologists, and all clinicians involved in the management of patients with neuropathy.

Editor: Prof. Dr. Péter Kempler

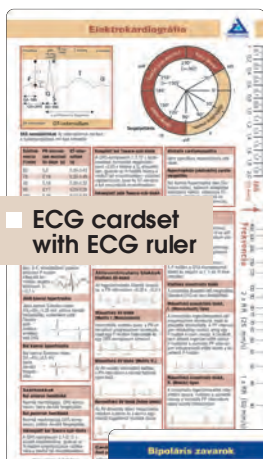
Péter Kempler MD, PhD, DSc (of the Hungarian Academy of Sciences) has been serving as professor at the 1st Department of Internal Medicine of Semmelweis University (Budapest, Hungary) since 1979. He specializes in internal medicine, diabetology, and hypertension. His professional interest is focused on diabetes mellitus, and his research topic is neuropathy. He is a member of several scientific associations and international work-groups. Professor Kempler serves on the board of directors of the Hungarian Diabetes Association (HDA). He was elected to the board of directors of NEURODIAB (Diabetic Neuropathy Study Group of the European Association for the Study of Diabetes) in 2003 and held this position until 2009. He was also serving in this period as the liaison officer of HDA with the International Diabetes Federation (IDF). Along with additional decorations, Prof. Kempler has won the "Magyar Imre" and "Hetényi Géza" awards of HDA, as well as the "Rolf Madaus" and "Magyar Imre" awards of the Hungarian Association of Gastroenterology. He was honoured with the "Eminent Scientific Educator" award of Semmelweis University on two occasions. In 2007, he was presented with the 'Master Mentor Gold Medal' in 2007.

Medical cardsets

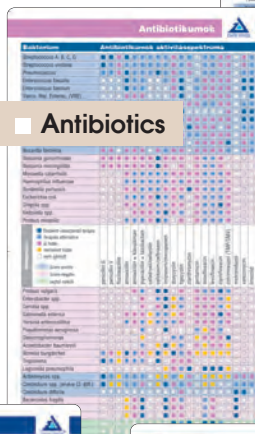
Plastic pocketcardsets for the practising clinician.



■ Echocardiography



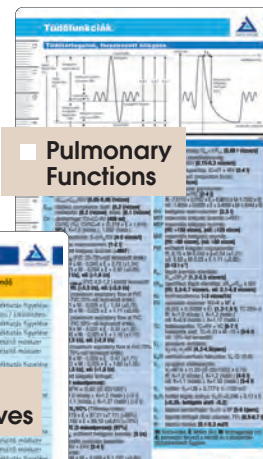
■ ECG cardset with ECG ruler



■ Antibiotics



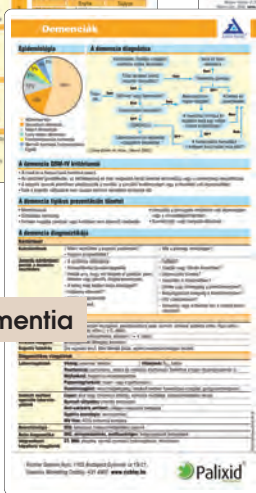
■ Diabetic Polyneuropathy



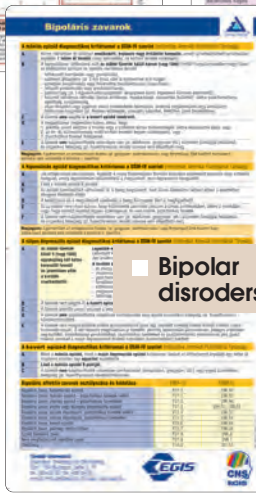
■ Pulmonary Functions



■ Interactions of contraceptives



■ Dementia



■ Bipolar disorders



■ Depression



■ Psychiatry

Special gifts

■ Magnetic bookmark



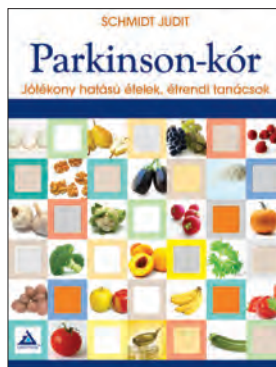
Medical calculators

■ DAS-28 calculator
Disease Activity Score (Rheumatoid Arthritis)



Dietetic Cookery Books

A series with detailed advice and many recipes in each title. The series is to be continued with about 10 further titles in the next two years.



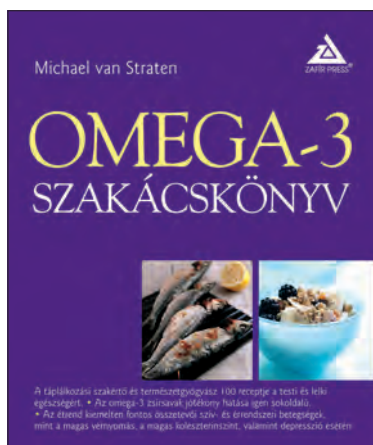
■ **Dietary Advice in Parkinson Disease**
64 pages



■ **Healthy Eating for your Heart**
160 pages



■ **Healthy Eating for Lowering Cholesterol**
160 pages



■ **OMEGA-3 Cookbook**
160 pages



■ **Healthy Eating during Chemotherapy**
160 pages



■ **Healthy Eating for the Prostate**
160 pages

Patients' and Caregivers' Library

These titles are about Lifestyle, Caregiving, Physical training, Useful advice with international and Hungarian authors. In printed and digital (film) format.



Patricia R. Callone, Connie Kudlacek
Alzheimer Caregiving Puzzle
 64 pages
 Forthcoming



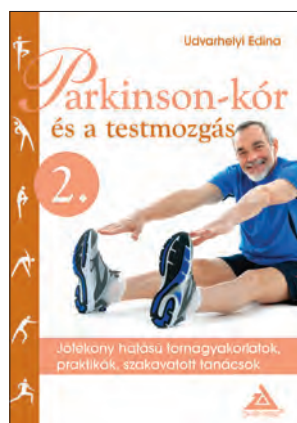
Patricia Callone et al.
100 tips for Alzheimer Disease
 64 pages



Patricia Callone et al.
300 tips for Alzheimer Disease
 160 pages



Edina Udvarhelyi
Parkinson disease and physical exercise Vol.1.
 64 pages, ~200 colour photos
 Forthcoming



Edina Udvarhelyi
Parkinson disease and physical exercise Vol.2.
 64 pages, ~200 colour photos
 Forthcoming



Edina Udvarhelyi
Parkinson disease and physical exercise DVD
 45 minutes
 Forthcoming

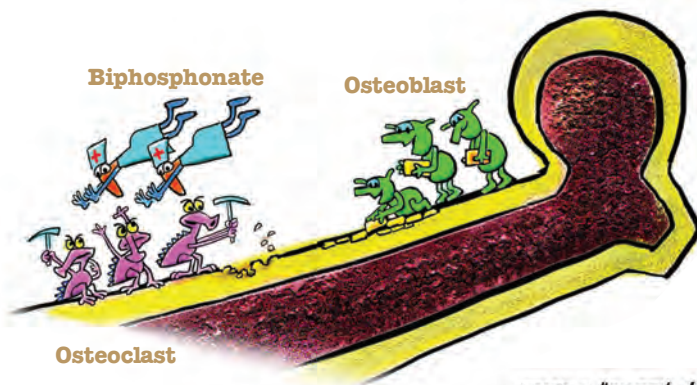


Shelly Petermann Schwarz
100 Tips for Multiple Sclerosis
 64 pages

Patient Education Materials

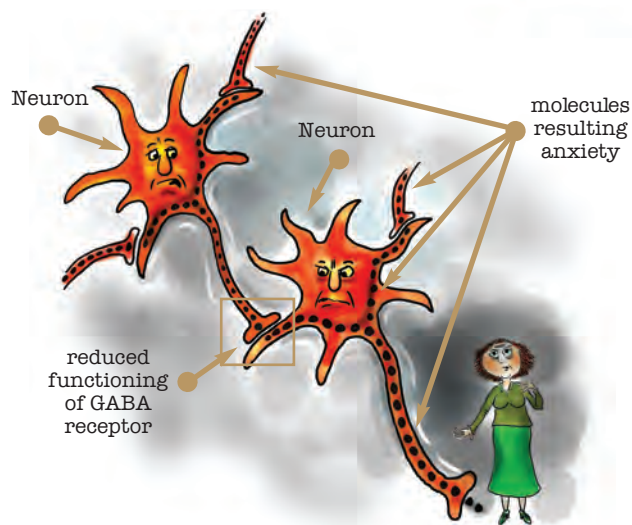
This is our new promising project including posters, charts and leaflets - not in the usual form again.

Benign Prostate Hyperplasia

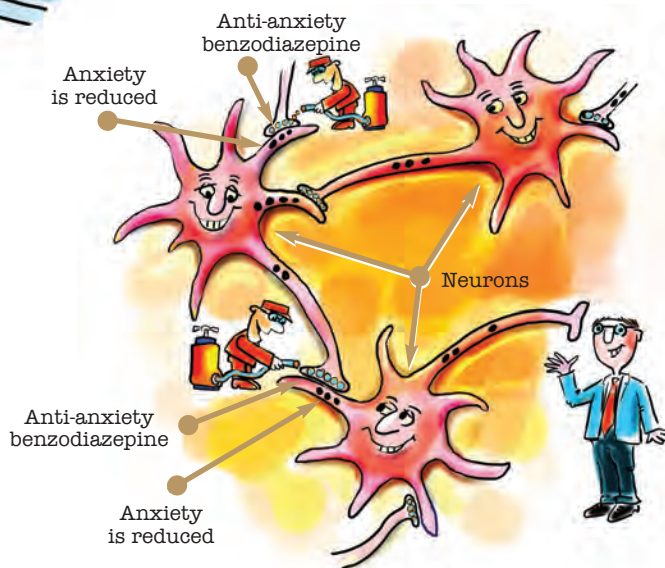
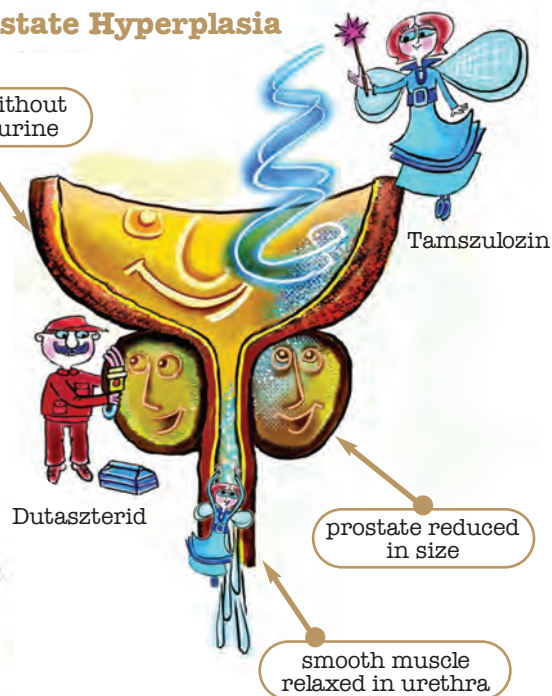


MEGFELELŐEN BEÁLLÍTOTT ÉS KEZELT VÉRNYOMÁS

Well-controlled and treated hypertension



bladder without residual urine



Patient information and education material packages

■ Stroke prevention poster



■ Stable angina pectoris



■ Breast cancer



■ Anxiety disorders



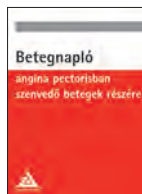
■ Osteoporosis



■ GERD – Patient's diary



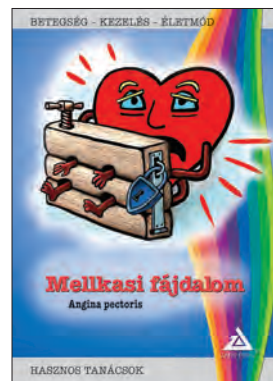
■ Angina pectoris – Patient's diary



■ Depression and circadian rhythm



■ Angina pectoris – Disease, prevention and lifestyle



■ BPH



■ Hypertension



■ Hyperlipidaemia





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