

## Martha E Rogers Her Life And Her Work

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*Martha E Rogers Her Life And Her Work*

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### FREDDY MARQUEZ

*The Good Neighbor* University Press of Colorado

For the author of this book, disease is not an "enemy" that strikes a "victim." Rather, health and disease comprise a unitary whole of individual and environment. Health as Expanding Consciousness is an inspiration to those seeking a full experience of personal health.

*Return on Customer* Prentice Hall

Encapsulating the work of a classic nursing theorist, this book provides a unique overview of Orem's Self-Care Deficit Model of Nursing. Orem's Model proposes that nursing should be especially concerned with the patient's need to move continuously towards responsible action in self-care in order to sustain life and health or to recover from disease or injury. The actions required of nurses to achieve these goals are clearly described.

*Enterprise One to One* University of Chicago Press

Enterprise One to One has taken its place alongside Don Peppers and Martha Rogers's *The One to One Future* as a marketing classic on how to sell more products to fewer customers through one-to-one marketing. In this brave new world, where microchip technology is making it possible for businesses to know their customers better than ever before, there is incredible opportunity to build unbreakable customer relationships. Peppers and Rogers explain the strategies needed to achieve killer competitive advantages in customer loyalty and unit margin. Among the things Enterprise One to One teaches are how to improve customer retention, not just incrementally but dramatically; how to increase your share of each customer's business over time; how to protect and increase your unit margin; and how to make the transition to the Interactive Age with today's new technologies.

Enterprise One to One is the bible for successful marketing in today's competitive, high-tech world. From the Trade Paperback edition.

*Contemporary American Leaders in Nursing* John Wiley & Sons

Print+CourseSmart

*The Habit of Being* Charisma Media

This is a comprehensive guide to the theory and practice of nursing addressing the nursing theory and skills specific to clients' and patients' needs. Each chapter has learning outcomes, study activities and reflection to prompt readers to learn as they read.

*Martha E. Rogers* F. A. Davis Company

How can higher education today create a community of critical thinkers and searchers for truth that transcends the boundaries of class, gender, and nation? Martha C. Nussbaum, philosopher and classicist, argues that contemporary curricular reform is already producing such "citizens of the world" in its advocacy of diverse forms of cross-cultural studies. Her vigorous defense of "the new education" is rooted in Seneca's ideal of the citizen who scrutinizes tradition critically and who respects the ability to reason wherever it is found—in rich or poor, native or foreigner, female or male. Drawing on Socrates and the Stoics, Nussbaum establishes three core values of liberal education: critical self-examination, the ideal of the world citizen, and the development of the narrative imagination. Then, taking us into classrooms and campuses across the nation, including prominent research universities, small independent colleges, and religious institutions, she shows how these values are (and in some instances are not) being embodied in particular courses. She defends such burgeoning subject areas as gender, minority, and gay studies against charges of moral relativism and low standards, and underscores their dynamic and fundamental contribution to critical reasoning and world citizenship. For Nussbaum, liberal education is alive and well on American campuses in the late twentieth century. It is not only viable, promising, and constructive, but it is essential to a democratic society. Taking up the challenge of conservative critics of academe, she argues persuasively that sustained reform in the aim and content of liberal education is the most vital and invigorating force in higher education today.

*Nursing as Caring* Abrams

Every business on the planet is trying to maximize the value created by its customers Learn how to do it, step by step, in this newly revised Fourth Edition of *Managing Customer Experience and Relationships: A Strategic Framework*. Written by Don Peppers and Martha Rogers, Ph.D., recognized for decades as two of the world's leading experts on customer experience issues, the book combines theory, case studies, and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model, and to "treat different customers differently." This latest edition adds new material including: How to manage the mass-customization principles that drive digital interactions How to understand and manage data-driven marketing analytics issues, without having to do the math How to implement and monitor customer success management, the new discipline that has arisen alongside software-as-a-service businesses How to deal with the increasing threat to privacy, autonomy, and competition posed by the big tech companies like Facebook, Amazon, and Google Teaching slide decks to accompany the book, author-written test banks for all chapters, a complete glossary for the field, and full indexing Ideal not just for students, but for managers, executives, and other business leaders, *Managing Customer Experience and Relationships* should prove an indispensable resource for marketing, sales, or customer service professionals in both the B2C and B2B world.

**Interpersonal Relations In Nursing** Popular Press

The definitive history of Katrina: an epic of citymaking, revealing how engineers and oil executives, politicians and musicians, and neighbors black and white built New Orleans, then watched it sink under the weight of their competing ambitions. Hurricane Katrina made landfall in New Orleans on August 29, 2005, but the decisions that caused the disaster extend across the twentieth century. After the city weathered a major hurricane in 1915, its Sewerage and Water Board believed that developers could safely build housing away from the high ground near the Mississippi. And so New Orleans grew in lowlands that relied on significant government subsidies to stay dry. When the flawed levee system surrounding the city and its suburbs failed, these were the neighborhoods that were devastated. The homes that flooded belonged to Louisianans black and white, rich and poor. Katrina's flood washed over the twentieth-century city. The flood line tells one important story about Katrina, but it is not the only story that matters. Andy Horowitz investigates the response to the flood, when policymakers reapportioned the challenges the water posed, making it easier for white New Orleanians to return home than it was for African Americans. And he explores how the profits and liabilities created by Louisiana's oil industry have been distributed unevenly among the state's citizens for a century, prompting both dreams of abundance—and a catastrophic land loss crisis that

continues today. Laying bare the relationship between structural inequality and physical infrastructure—a relationship that has shaped all American cities—Katrina offers a chilling glimpse of the future disasters we are already creating.

*Becoming Lucy* Modeling & Role-Modeling

This coherent presentation of clinical judgement, caring practices and collaborative practice provides ideas and images that readers can draw upon in their interactions with others and in their interpretation of what nurses do. It includes many clear, colorful examples and describes the five stages of skill acquisition, the nature of clinical judgement and experiential learning and the seven major domains of nursing practice. The narrative method captures content and contextual issues that are often missed by formal models of nursing knowledge. The book uncovers the knowledge embedded in clinical nursing practice and provides the Dreyfus model of skill acquisition applied to nursing, an interpretive approach to identifying and describing clinical knowledge, nursing functions, effective management, research and clinical practice, career development and education, plus practical applications. For nurses and healthcare professionals.

**Modeling and Role-Modeling** Harvard University Press

An Introduction to the Theoretical Basis of Nursing marked the advent of a new era in nursing science. With a view of nursing as a "learned profession," this landmark work staked out a substantive knowledge base for the discipline. The science of unitary human beings proposed by Rogers was a radical departure from all that had come before and is seen by many as pioneering the beginning of a paradigmatic shift within the profession.--PubMed.

*Educating Nurses* Harvard University Press

Winner of the Los Angeles Times Book Prize in History A bold and searing investigation into the role of white women in the American slave economy "Compelling."—Renee Graham, Boston Globe "Stunning."—Rebecca Onion, Slate "Makes a vital contribution to our understanding of our past and present."—Parul Sehgal, New York Times Bridging women's history, the history of the South, and African American history, this book makes a bold argument about the role of white women in American slavery. Historian Stephanie E. Jones-Rogers draws on a variety of sources to show that slave-owning women were sophisticated economic actors who directly engaged in and benefited from the South's slave market. Because women typically inherited more slaves than land, enslaved people were often their primary source of wealth. Not only did white women often refuse to cede ownership of their slaves to their husbands, they employed management techniques that were as effective and brutal as those used by slave-owning men. White women actively participated in the slave market, profited from it, and used it for economic and social empowerment. By examining the economically entangled lives of enslaved people and slave-owning women, Jones-Rogers presents a narrative that forces us to rethink the economics and social conventions of slaveholding America.

*From Novice to Expert* SAGE Publications, Incorporated

Describes a new theory of nursing as caring and caring as a way of nurses living in the world. This theory provides a view that can be lived in all nursing situations and can be practiced alone or in combination with other theories. Illustrates the practical meaning of the theory in a range of nursing situations, discusses nursing service administration from the perspective of the theory, and offers strategies for transforming nursing education based on nursing as caring. Boykin is dean and professor at the Christine E. Lynn Center for Caring, College of Nursing, Florida Atlantic University. Schoenhofer teaches graduate nursing at Alcorn State University. c. Book News Inc.

**Nursing Theories and Nursing Practice** Simon and Schuster

The first volume in the series presents the nursing theory of Martha Rogers, together with examples of its applications to practice and research. Rogers envisions nursing as a compassionate concern for maintaining and promoting health, preventing illness, and caring for and rehabilitating the sick. Her theory, the Science of Unitary Human Beings, with its high respect for the individual, has identified the phenomenon that is the true object of nursing, the person as a unified whole.

*Creating Capabilities* Charisma Media

The New York Times bestseller: "A superb, thoughtful biography" of the creator and star of Mister Rogers' Neighborhood (David McCullough). Fred Rogers was an enormously influential figure in the history of television and in the lives of tens of millions of children. Through his long-running television program, he was a champion of compassion, equality, and kindness. Rogers was fiercely devoted to children and to taking their fears, concerns, and questions about the world seriously. The Good Neighbor, the first full-length biography of Fred Rogers, tells the story of this utterly unique and enduring American icon. Drawing on original interviews, oral histories, and archival documents, Maxwell King traces Rogers's personal, professional, and artistic life through decades of work. King explores Rogers's surprising decision to walk away from his show to make television for adults, only to return to the neighborhood with increasingly sophisticated episodes, written in collaboration with experts on childhood development. An engaging story, rich in detail, The Good Neighbor is the definitive portrait of a beloved figure, cherished by multiple generations.

**Prominent Families of New York** Macmillan

Unitary Caring Science: The Philosophy and Praxis of Nursing takes a profound look at conscious, intentional, reverential caring-healing as sacred practice/praxis and as a necessary turn for survival. Jean Watson posits Unitary Caring Science for the evolved Caritas-conscious practitioner and scholar. A detailed historical discussion of the evolution from Caring Science toward Unitary Caring Science reflects the maturing of the discipline, locating the nursing phenomena of wholeness within the unitary field paradigm. An exploration of praxis as informed moral practice results in an expanded development of the ten Caritas processes, resulting in a comprehensive value-guide to critical Caritas literacy and ontological Caritas praxis. Watson writes for the Caritas Conscious Nurse™ or the Caritas Conscious Scholar/Practitioner/Educator on the journey toward the deeper caring-healing dimensions of life. Unitary Caring Science offers a personal-professional path of authenticity, bringing universals of Love, Energy, Spirit, Infinity of Purpose, and Meaning back into nurses lives and their life's work. Unitary Caring Science serves as a continuing, evolving message to the next generation of nurse scholars and healing-health practitioners committed to a praxis informed by mature disciplinary consciousness. Each book comes with a set of Caritas cards, and individual customers will also receive a secure link to select copyrighted teaching videos and meditations on [www.watsoncaringscience.org](http://www.watsoncaringscience.org).

**Katrina** Springer Publishing Company

Contains letters written by Flannery O'Connor.

**Explorations on Martha Rogers' Science of Unitary Human Beings** Crown Business

Aufsatzsammlung zur Entwicklung der Idee und Theorie "Science of Unitary Human Beings" von

Martha Rogers und zur Weiterentwicklung und praktischen Anwendung dieser Theorie in der Krankenpflege und in Studien.

*Unitary Caring Science* SAGE Publications

A towering figure in modern nursing, Rogers (1914-94) died during the final preparation of this collection of writings by and about her. They cover her role in the development of nursing science, the influences that shaped her life, education and research, professional and political issues, her Science of Unitary Human Beings, her ideas about nursing in space, and salutes to her on her 75th birthday. Annotation copyright by Book News, Inc., Portland, OR

*Political Emotions* Harvard University Press

Indhold: Rosemarie Rizzo Parse: Paradigms and Theories. Hildegard E. Peplau: Nursing Science: A Historical Perspective. Callista Roy: Roy's Adaptation Model. Mary H. Huch: A Critique of the Roy Adaptation Model. Dorothea E. Orem: Orem's General Theory of Nursing. Mary Jane Smith: A Critique of Orem's Theory. Imogen M. King: King's Theory of Goal Attainment. Sharon J. Magan: A Critique of King's Theory. Rosemarie Rizzo Parse: The Simultaneity paradigm. Martha E. Rogers: Rogers's Science of Unitary Human Beings. Ann L. Whall: A Critique of Roger's Framework. Rosemarie Rizzo Parse: Parse's Man-Living-Health Theory of Nursing. John R. Philips: A Critique of Parse's Man-Living-Health Theory.

**The Widow Spy** Harvard University Press

Praise for Educating Nurses "This book represents a call to arms, a call for nursing educators and programs to step up in our preparation of nurses. This book will incite controversy, wonderful debate, and dialogue among nurses and others. It is a must-read for every nurse educator and for every nurse that yearns for nursing to acknowledge and reach for the real difference that nursing can make in safety and quality in health care." —Beverly Malone, chief executive officer, National League for Nursing "This book describes specific steps that will enable a new system to improve both nursing formation and patient care. It provides a timely and essential element to health care reform." —David C. Leach, former executive director, Accreditation Council for Graduate Medical Education "The ideas about caregiving developed here make a profoundly philosophical and intellectually innovative contribution to medicine as well as all healing professions, and to anyone concerned with ethics. This groundbreaking work is both paradigm-shifting and delightful to read." —Jodi Halpern, author, *From Detached Concern to Empathy: Humanizing Medical Practice* "This book is a landmark work in professional education! It is a must-read for all practicing and aspiring nurse educators, administrators, policy makers, and, yes, nursing students." —Christine A. Tanner, senior editor, *Journal of Nursing Education* "This work has profound implications for nurse executives and frontline managers." —Eloise Balasco Cathcart, coordinator, Graduate Program in Nursing Administration, New York University