

Broadcast Pharmaceutical Advertising In The United States Primetime Pill Pushers

Managed Care Systems and Emerging Infections
Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising
Pain Management and the Opioid Epidemic
Global Issues in Pharmaceutical Marketing
Pharmaceutical Economics and Public Policy
Broadcasting: Yearbook-marketbook Issue
The Global Guide to Pharma Marketing Codes
Electronic Media
Standard Directory of Worldwide Marketing
Pharmacy and Medicine on the Air
The Palgrave Handbook of Deceptive Communication
China Rx
Principles of Pharmaceutical Marketing
A Companion to the History of American Broadcasting
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Managed Care Systems and Emerging Infections

"Smith provides an insightful, affectionate portrait of pharmacy's place in radio's golden age that should evoke fond memories." --PHARMACY IN HISTORY

Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising

Electronic Media connects the traditional world of broadcasting with the contemporary universe of digital electronic media. It provides a synopsis of the beginnings of electronic media in broadcasting, and the subsequent advancements into digital media. Underlying the structure of the book is a "See It Then, See It Now, See It Later" approach that focuses on how past innovations lay the groundwork for changing trends in technology, providing the opportunity and demand for change in both broadcasting and digital media. FYI and Zoom-In boxes point to further information, tying together the immediate and long-ranging issues surrounding electronic media. Career Tracks feature the experiences of industry experts and share tips in how to approach this challenging industry. Check out the companion website at <http://www.routledge.com/cw/medoff-9780240812564/> for materials for both students and instructors.

Pain Management and the Opioid Epidemic

Global Issues in Pharmaceutical Marketing

ÔThe Elgar Companion to Health Economics is a comprehensive and accessible look at the field, as seen by its leading figures.Õ Ð Joseph Newhouse, Harvard Medical School, US Acclaim for the first edition: ÔThis Companion is a timely addition. . . It contains 50 chapters, from 90 contributors around the world, on the topical and policy-relevant aspects of health economics. . . there is a balanced coverage of theoretical and empirical materials, and conceptual and practical issues. . . I have found the Companion very useful.Õ Ð Sukhan Jackson, Economic Analysis and Policy ÔThis encyclopedic work provides interested readers with an authoritative and comprehensive overview of many, if not all, of the current research issues in health economics. Highly recommended. Upper-level undergraduates and above.Õ Ð R.M. Mullner, Choice This comprehensive collection brings together more than 50 contributions from some of the most influential researchers in health economics. It authoritatively covers theoretical and empirical issues in health economics, with a balanced range of material on equity and efficiency in health care systems, health technology assessment and issues of concern for developing countries. This thoroughly revised second edition is expanded to include four new chapters, while all existing chapters have been extensively updated. The Elgar Companion to Health Economics, Second Edition intends to take an audience of advanced undergraduates, postgraduates and researchers to the current frontier of research by providing concise and readable introductions to key topics.

Pharmaceutical Economics and Public Policy

Broadcasting: Yearbook-marketbook Issue

This book examines whether direct-to-consumer pharmaceutical advertising changed in response to recommendations made by the FDA in 2009 to enhance the informational and motivational value of advertising to be more accessible to minority populations and consequently work to reduce health disparities.

The Global Guide to Pharma Marketing Codes

Electronic Media

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. Chronic pain and opioid use disorder both represent complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene a committee to update the state of the science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

Standard Directory of Worldwide Marketing

Conventional health care is no longer working in your favor—but thankfully, Dr. Davis is. In his New York Times bestseller *Wheat Belly*, Dr. William Davis changed the lives of millions of people by teaching them to remove grains from their diets to reverse years of chronic health damage. In *Undoctored*, he goes beyond cutting grains to help you take charge of your own health. This groundbreaking exposé reveals how millions of people are given dietary recommendations crafted by big business, are prescribed unnecessary medications, and undergo unwarranted procedures to feed revenue-hungry healthcare systems. With *Undoctored*, the code to health care has been cracked—Dr. Davis will help you create a comprehensive program to reduce, reverse, and cure hundreds of common health conditions and break your dependence on prescription drugs. By applying simple strategies while harnessing the collective wisdom of new online technologies, you can break free of a healthcare industry that puts profits over health. *Undoctored* is the spark of a new movement in health that places the individual, not the doctor, at the center. His plan contains features like:

- A step-by-step guide to eliminating prescription medications
- Tips on how to distinguish good medical advice from bad
- 42 recipes to guide you through the revolutionary 6-week program *Undoctored* gives you all the tools you need to manage your own health and sidestep the misguided motives of a profit-driven medical system.

Pharmacy and Medicine on the Air

The Palgrave Handbook of Deceptive Communication

The Global Guide to Pharma Marketing Codes will help marketers maximise public relations opportunities around the world.

This publication provides an overview of basic healthcare promotional regulations, and answers the most frequently asked questions about what is and isn't permitted with respect to the media and third party involvement. This truly unique guide was produced with the insight and expertise of the largest independent public relations group dedicated exclusively to health and medical communications worldwide. GLOBALHealthPR (GHPR) is an international partnership uniting some of the world's most successful independent healthcare public relations firms and their affiliates from major markets in Europe, the Americas and Asia.

China Rx

Principles of Pharmaceutical Marketing

A Companion to the History of American Broadcasting

Defense Counsel Journal

In the wake of publicity and congressional attention to drug safety issues, the Food and Drug Administration (FDA) requested the Institute of Medicine assess the drug safety system. The committee reported that a lack of clear regulatory authority, chronic underfunding, organizational problems, and a scarcity of post-approval data about drugs' risks and benefits have hampered the FDA's ability to evaluate and address the safety of prescription drugs after they have reached the market. Noting that resources and therefore efforts to monitor medications' risk-benefit profiles taper off after approval, *The Future of Drug Safety* offers a broad set of recommendations to ensure that consideration of safety extends from before product approval through the entire time the product is marketed and used.

Broadcasting Yearbook

A Real Plan for Making Drugs Affordable—and Promoting Innovation, Too “This book is a necessity for understanding the pharmaceutical industry. Both the pluses and minuses of the present system are set forth with a judicious combination of historical narrative, economic analysis, and statistical data. The highly original proposals for reform will be a major stimulant to analysis and policy-making.” –Kenneth Arrow, Nobel Laureate in Economics, Professor Emeritus, Stanford University “This is a timely book by authors who know what they are talking about. They tackle a big problem: rising drug

prices that are threatening to overwhelm us all—and especially those with limited or absent health care insurance. Will we drive people overseas for healthcare? Will there be social unrest? This book describes the problem and then offers a solution. Worth a careful read by everyone, pharmaceutical manufacturers and government policymakers especially.”
–Roger Williams, M.D., Chief Executive Officer of the United States Pharmacopeia and a former senior official of the Food and Drug Administration “This book confounds two sets of skeptics: Those who say there’s no way to resolve the conflict between the need to fund pharmaceutical research and our desire to keep medicine affordable; and those who think that economics never has anything good to say.” –Honorable Barney Frank, Congressman from Massachusetts “This book comes at the right time and could become the starting point of discussions, which will eventually lead us into new era in the healthcare care industry. It will without a doubt become a must for insiders of the pharma- and biotech industries.” –Dr. Jürgen Drews, retired President of Roche Pharmaceutical Group Global Research Acknowledgments viii About the Authors ix Introduction xi Chapter 1: Drugs and Drug Prices 1 Chapter 2: The American Way to Discover Drugs 21 Chapter 3: The Drug Industry Today 39 Chapter 4: Are Drug Companies Risky? 59 Chapter 5: How Not to Lower Drug Prices 77 Chapter 6: Squandering R & D Resources 103 Chapter 7: How to Lower Drug Prices 129 Appendix: Our Solution in Detail 155 Index 177

Cash-Pay Healthcare

Principles of Pharmaceutical Marketing, Third Edition offers the perspectives of both those who teach and those who practice pharmaceutical marketing. This reflects the need for and the effort to provide the most relevant “real world” approach to this complex and fascinating field. This text is designed for undergraduate students in pharmacy whose background in marketing is limited, those actually involved in pharmaceutical marketing, and anyone desiring an introduction to the intricacies involved in the marketing of pharmaceutical products.

GAO transformation, challenges, and opportunities

Hello, Everybody!

Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology. Two unique chapters of the text are Chapter 10 Social Media, which addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturer’s perspective; and Chapter The New 4 P’s of Pharmaceutical Marketing takes a unique look at how the Internet and mobile

technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current “P’s” - Predictive modeling/analysis, Personalization, Peer-to-peer networking and Participation. Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist. Key Features • “Case in Points” - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example • Discussion Questions - 10 questions per chapter to facilitate active learning and student participation • Unique Chapters - Social Media and The New 4 P’s of Pharmaceutical Marketing * Each new text includes an access code for the Student Companion Website. Electronic and eBook formats do not include access to the Companion Website.

Pharmaceutical Advertising

This is a book for every healthcare practitioner-from every discipline-who is seeking to create a more meaningful, direct, and satisfying type of interaction with patients. At its foundation lies cash-pay healthcare and a return to the basic principles of commerce. You deliver services and products, and an experience that patients feel good about paying for with their hard-earned cash. This may involve a new payment structure, such as membership, concierge, hybrid, or direct pay; or it may be augmenting your business by adding new profit streams. It's simple, but not easy. In this breakthrough book, Dr. Mark Tager and Stewart Gandolf provide a practitioner's step-by-step guide to starting, growing and profiting from cash-pay healthcare. You'll find checklists, bulleted lists, helpful examples, and a guide to the best resources to help you along the way. No matter where you are along the continuum of generating additional revenue, you'll come away more confident and committed to growing your practice and serving your patients.

Bad Pharma

Now in its second edition, *Advertising and Societies: Global Issues* provides an international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in global societies. The book illustrates how issues such as the representation of women and minorities in ads, advertising and children, and advertising in the digital era have relevance to a wider global community. This new edition has been updated to reflect the dramatic changes impacting the field of advertising that have taken place since publication of the first edition. The growing importance of emerging markets is discussed, and new photos are included. The book provides students and scholars with a comprehensive review of the literature on advertising and society and uses practical examples from international media to document how global advertising and global consumer culture operate, making it an indispensable research tool and invaluable for classroom use.

Broadcast Pharmaceutical Advertising in the United States

Advertising and Society

We all feel uncomfortable about the role of profit in healthcare, we all have a vague notion that the global \$600bn pharmaceutical industry is somehow evil and untrustworthy, but that sense rarely goes beyond a flaky, undifferentiated new age worldview. Bad Pharma puts real flesh on those bones, revealing the rigged evidence used by drug companies. Bad information means bad treatment decisions, which means patients suffer and die: there is no climactic moment of villainy, but drugs are used which are overpriced, less effective, and have more side effects. There are five cheap, easy things we can do to fix the problem. Bad Pharma takes a big dirty secret out into the open, and will provide a single focus for concerns people have both inside and outside medicine.

Undoctored

Get a comprehensive explanation of the key economic concepts on how the pharmaceutical market functions The pharmaceutical industry has come under intense public scrutiny for the perception of product prices being too high and for concerns about research and development spending. Pharmaceutical Economics and Public Policy carefully explains the fundamentals of pharmaceutical economics while examining spending, costs, rates of return, and policies affecting the industry. This text provides a comprehensive economic analysis of the most important dimensions of the pharmaceutical market with easy-to-understand analysis of the implications of public policy. Key economic concepts necessary for understanding how the pharmaceutical market functions are clearly explained in detail. Though it is a manufacturing industry, the pharmaceutical industry has several economic aspects that make it fundamentally different from any other. Pharmaceutical Economics and Public Policy takes these sometimes confusing and difficult economic aspects within this unique industry and makes them understandable. The book is carefully referenced and includes numerous figures and tables to clearly present data. Topics in Pharmaceutical Economics and Public Policy include: policymaking—self-interest vs. public interest a pharmaceutical market overview empirical data on cost effectiveness of pharmaceutical use the economics and politics of the regulatory process the economics of patent policies pharmaceutical cost structure why price discrimination occurs in patented pharmaceuticals governmental price controls R&D expenditures sales and marketing expenditures rates of profitability in the pharmaceutical industry mergers and acquisitions and the connection to higher risk levels the future of the pharmaceutical industry Pharmaceutical Economics and Public Policy is an invaluable resource for educators, graduate students, policymakers, legislators, policy analysts, government agencies, and trade associations involved with pharmaceuticals.

Principles of Pharmaceutical Marketing, Third Edition

Principles of Pharmaceutical Marketing, Third Edition offers the perspectives of both those who teach and those who practice pharmaceutical marketing. This reflects the need for and the effort to provide the most relevant “real world” approach to this complex and fascinating field. This text is designed for undergraduate students in pharmacy whose background in marketing is limited, those actually involved in pharmaceutical marketing, and anyone desiring an introduction to the intricacies involved in the marketing of pharmaceutical products.

The Future of Drug Safety

A physician and former editor-in-chief of The New England Journal of Medicine provides an explosive critique of the pharmaceutical industry, detailing its dangerous influence on medical research, education, and physicians; exposing the reasons behind the spiraling prescription drug prices; and proposing a program of vital reforms. Reprint.

Broadcasting & Cable

The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation’s public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. The Future of the Public’s Health in the 21st Century reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation’s health in practice, research, and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public’s health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

Making Medicines Affordable

Deception and truth-telling weave through the fabric of nearly all human interactions and every communication context. The Palgrave Handbook of Deceptive Communication unravels the topic of lying and deception in human communication,

offering an interdisciplinary and comprehensive examination of the field, presenting original research, and offering direction for future investigation and application. Highly prominent and emerging deception scholars from around the world investigate the myriad forms of deceptive behavior, cross-cultural perspectives on deceit, moral dimensions of deceptive communication, theoretical approaches to the study of deception, and strategies for detecting and deterring deceit. Truth-telling, lies, and the many grey areas in-between are explored in the contexts of identity formation, interpersonal relationships, groups and organizations, social and mass media, marketing, advertising, law enforcement interrogations, court, politics, and propaganda. This handbook is designed for advanced undergraduate and graduate students, academics, researchers, practitioners, and anyone interested in the pervasive nature of truth, deception, and ethics in the modern world.

Advertising and Societies

Reasonable Rx

Presented in a single volume, this engaging review reflects on the scholarship and the historical development of American broadcasting. A Companion to the History of American Broadcasting comprehensively evaluates the vibrant history of American radio and television and reveals broadcasting's influence on American history in the twentieth and twenty-first centuries. With contributions from leading scholars on the topic, this wide-ranging anthology explores the impact of broadcasting on American culture, politics, and society from an historical perspective as well as the effect on our economic and social structures. The text's original and accessibly-written essays offer explorations on a wealth of topics including the production of broadcast media, the evolution of various television and radio genres, the development of the broadcast ratings system, the rise of Spanish language broadcasting in the United States, broadcast activism, African Americans and broadcasting, 1950's television, and much more. This essential resource: Presents a scholarly overview of the history of radio and television broadcasting and its influence on contemporary American history. Contains original essays from leading academics in the field. Examines the role of radio in the television era. Discusses the evolution of regulations in radio and television. Offers insight into the cultural influence of radio and television. Analyzes canonical texts that helped shape the field. Written for students and scholars of media studies and twentieth-century history, A Companion to the History of American Broadcasting is an essential and field-defining guide to the history and historiography of American broadcasting and its many cultural, societal, and political impacts.

Competitive problems in the drug industry

Global Issues in Pharmaceutical Marketing presents a balanced, research-based perspective combined with a practical outlook on the current issues faced by the ethical, biotech, and generic segments of the pharmaceutical industry. It integrates an analytical approach with a global view to examine such issues as market access, digital marketing, emerging markets, branding, and more. The book covers not only the North American and Western European markets, but focuses on non-Western markets, such as Latin America and Asia. Each chapter is written as an individual essay about a given issue, and where relevant, original cases are provided to illustrate how these issues are currently managed by the global industry. This book offers a thoughtful and thorough description of the industry's current situation and integrates the latest scholarly and industry research from different disciplines in one place for convenient reference. It may be used in the following ways: To stimulate class discussions and inspire new streams of research for academics and graduate students; To introduce the industry to those interested in a career, to orient new industry hires, or to provide experienced practitioners with current research that will enhance their knowledge; To provide an understanding of the industry for those in the healthcare sector, such as physicians, pharmacists, as well as medical and pharmacy students; and To present recent and relevant research for those in government, public or private payers, and public policy environments to facilitate their decision making. This book will prove to be a useful resource and an important source of information for academics and their students, professionals, and policymakers around the world.

Broadcasting

"Millions of Americans are taking prescription drugs made in China and don't know it-- and pharmaceutical companies are not eager to tell them. This probing book examines the implications for the quality and availability of vital medicines for consumers"--Provided by publisher.

Prescription drugs FDA oversight of directtoconsumer advertising has limitations.

How often do we stop to recognize what pharmaceutical advertisements are telling us? Broadcast Pharmaceutical Advertising in the United States: Prime Time Pill Pushers engages with this question to include how pharmaceutical companies are shaping the meaning of drug interventions for individuals and the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care. Such issues highlight how patients are being framed as consumers in these advertisements, which then permits the commodification of health care to be celebrated. Such a celebration has strong ideological implications, including definitions of "the good life," patient agency, and the role of DTCAs in such depictions. By defining and discussing medicalization, pharmaceuticalization, and commodity fetishism, this book introduces how the term "pharmaceutical fetishism" can act as a means for describing the commodification of brand-name pharmaceutical drugs, which, via advertising and promotional culture, ignores large-scale

production and for-profit motives of “big pharma.”

The Truth About The Drug Companies

This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empiric analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

Pharmaceutical Marketing

Now revised and updated to reflect the impact of emerging technologies, this new edition of Advertising and Society: Controversies and Consequences examines the evolution of advertising and its influence on society. Expanded with five new chapters covering the impact of emerging technologies, including the evolution of Direct to Consumer (DTC) pharmaceutical advertising; product placement in various media; and the growing intrusiveness of Internet marketing. Explores a broad range of topics including alcohol, tobacco, and sex in advertising; the pros and cons of negative political adverts; advergames; and the use of stereotypes. Examines the impact of advertising through its distinctive ‘point/counterpoint’ format – designed to spark discussion and help students understand the complexities of the issues being presented. Lends substantial clarity to the subject, uniquely balancing criticism and practice within one text. Includes chapter-level overviews and summaries of the topic history and key issues, along with student-friendly features such as ideas for papers and questions for discussion.

The Future of the Public's Health in the 21st Century

Traces the evolution of American radio from its chaotic and primitive beginnings with Secretary of Commerce Herbert Hoover shaping its technological growth, and looks at radio as a medium for entertainment and current events.

The People's Pharmacy®

The Elgar Companion to Health Economics

Managed Care Systems and Emerging Infections: Challenges and Opportunities for Strengthening Surveillance, Research, and Prevention Jonathan R. Davis, Editor; Based on a Workshop of the Forum on Emerging Infections, Institute of Medicine This workshop summary report from the IOM Forum on Emerging Infections, Managed Care Systems and Emerging Infections: Challenges and Opportunities for Strengthening Surveillance, Research and Prevention This book examines how the managed care revolution has created both problems and opportunities in the fight against infectious diseases. It highlights ways in which managed care systems can aid research, develop clinical guidelines, manage the use of antibiotics, support public education efforts, and monitor the spread of emerging infections and microbial resistance.

Broadcasting, Broadcast Advertising

Brand Management

Thanks to remarkable advances in modern health care attributable to science, engineering, and medicine, it is now possible to cure or manage illnesses that were long deemed untreatable. At the same time, however, the United States is facing the vexing challenge of a seemingly uncontrolled rise in the cost of health care. Total medical expenditures are rapidly approaching 20 percent of the gross domestic product and are crowding out other priorities of national importance. The use of increasingly expensive prescription drugs is a significant part of this problem, making the cost of biopharmaceuticals a serious national concern with broad political implications. Especially with the highly visible and very large price increases for prescription drugs that have occurred in recent years, finding a way to make prescription medicines—and health care at large—more affordable for everyone has become a socioeconomic imperative. Affordability is a complex function of factors, including not just the prices of the drugs themselves, but also the details of an individual's insurance coverage and the number of medical conditions that an individual or family confronts. Therefore, any solution to the affordability issue will require considering all of these factors together. The current high and increasing costs of prescription drugs—coupled with the broader trends in overall health care costs—is unsustainable to society as a whole. Making Medicines Affordable examines patient access to affordable and effective therapies, with emphasis on drug pricing, inflation in the cost of drugs, and insurance design. This report explores structural and policy factors influencing drug pricing, drug access programs, the emerging role of comparative effectiveness assessments in payment policies, changing finances of medical practice with regard to drug costs and reimbursement, and measures to prevent drug shortages and foster continued innovation in drug development. It makes recommendations for policy actions that could address drug price trends, improve patient access to affordable and effective treatments, and encourage innovations that address significant needs in health care.

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