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National Nurse Practitioner Week Recognized by STINSON Brand Innovation With Offer of 'Notes on Nursing' e-book

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National Nurse Practitioner Week Recognized by STINSON Brand Innovation With Offer of 'Notes on Nursing' e-book

CHICAGO, Nov. 5 /PRNewswire/ -- STINSON Brand Innovation is offering a custom e-book, "Notes on Nursing" by Florence Nightingale in recognition of National Nurse Practitioner Week, November 8-14.

The e-book is one in a series of e-books titled Innovation Classics. The book can be downloaded for no charge at http://www.stinsonbrandinnovation.com/ebooks/SBI_NotesOnNursing.htm

"This is a way we celebrate the vital role of NPs in bringing high-quality, cost-effective, comprehensive, patient-centered, personalized primary care to so many," says Mark Stinson, president of Stinson Brand Innovation and editor of the Innovation Classics series.

According to the American Academy of Nurse Practitioners (AANP), the shortage of primary care providers is a part of the healthcare reform debate. NP Week showcases the many ways that NPs are primary care providers of choice for many patients and to let the community know about the value of NP-delivered primary care. The AANP builds and educates the public on the value of having an NP as a healthcare provider.

In his editor introduction to the "Notes on Nursing" e-book, Stinson highlights its relevance to healthcare innovation, saying, "Nursing is constantly reinventing itself in response to new professional and technical developments. This creates issues of branding the nurse's contemporary identity in the context of the past. Some within the profession say this sense of disconnection with history affects nursing's greater status and legitimacy within medical practices and hospitals. Even Nightingale herself said, 'Nursing ought to signify the proper use of fresh air, light, warmth, cleanliness, quiet, and the proper selection and administration of diet - all at the least expense of vital power to the patient.' Today, innovations in health, science, and technology are having a major impact on nursing."

To download a copy of "Notes on Nursing" by Florence Nightingale http://www.stinsonbrandinnovation.com/ebooks/SBI_NotesOnNursing.htm

About STINSON Brand Innovation:
STINSON Brand Innovation is a global health, science, and technology brand consultancy. The firm's expertise includes brand strategy and positioning, corporate branding, interactive and digital branding, branded customer experiences, and brand team facilitation. Founded in 2004, STINSON serves clients in research technology, diagnostics, medical devices, pharmaceuticals, integrated healthcare delivery, and patient advocacy. The consultancy is headquartered in Chicago with offices in Boise, along with affiliates in Istanbul and Mumbai. More information is on the firm's website at www.StinsonBrandInnovation.com

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