



У НОВОМ САДУ

UNIVERSITY OF NOVI SAD

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eBooks

Discoverability



ScienceDirect

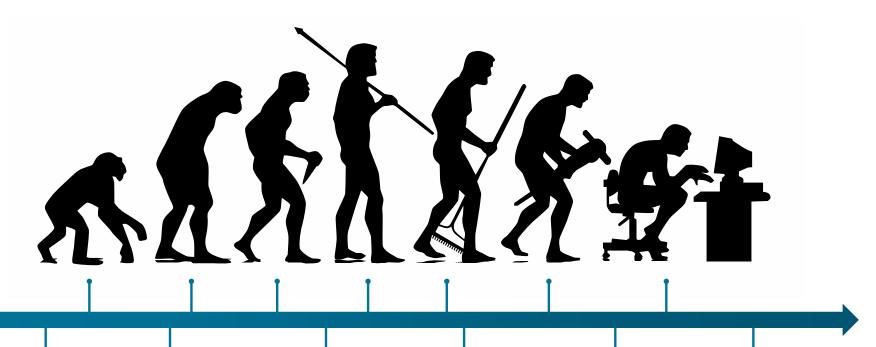
Presented by Pavel Milasevic eBooks solutions manager

Date 12th and 13th June 2018

Agenda

Intro to ELSEVIER & eBooks

Just like the evolution of man, there has been an evolution of books over time





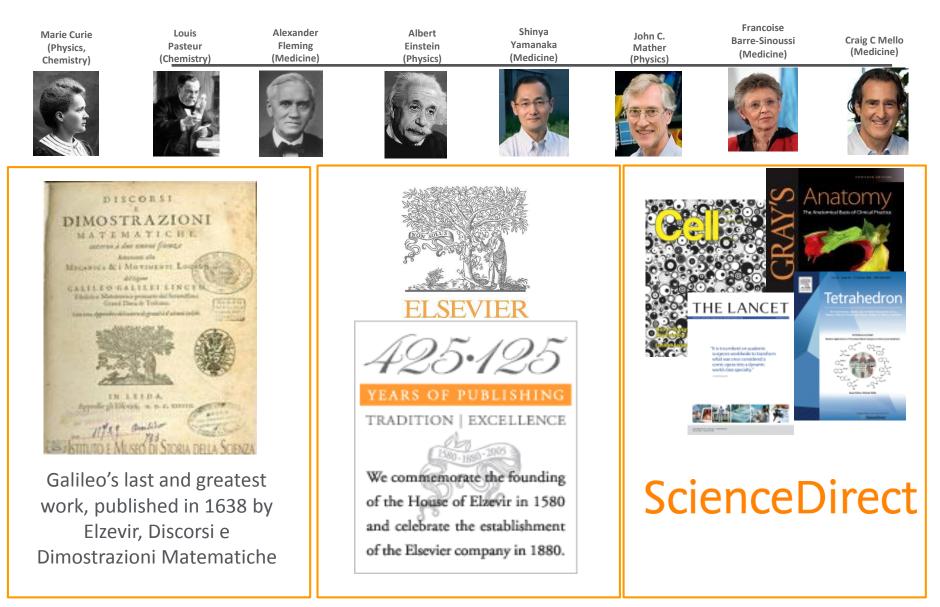








Lead the way in advancing science, technology and health



CHALLENGES: global academic institutions

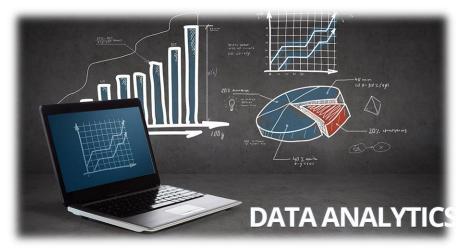


RANKING & REPUTATION

- Ranking measurement
- Allocation of funding for research
- Expanding quality content
- International research collaboration

CONTENT & LIBRARY

- Systems to collect and analyse usage data
- Acquisitions based not on evidence or information
- Access to specialized high impact content



Combining Technology and Reference Content to Shape the Future

Agenda

Intro to ELSEVIER & eBooks

Data Driven Approach



At Elsevier we **monitor and analyze the world's research flows**, providing insights you need to keep your library and institution A STEP AHEAD and your researchers A STEP CLOSER to their goals.

SciVal

Scopus

ScienceDirect

E-Books Gap Analysis Tool

ELSEVIER

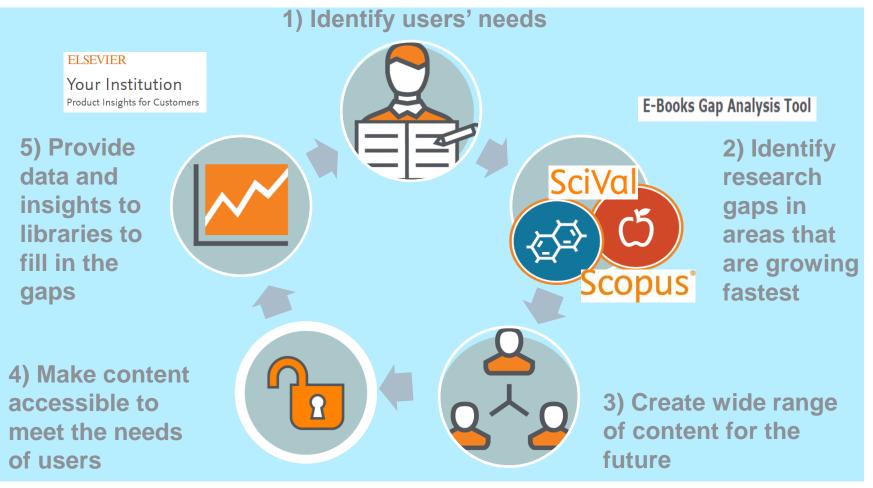
Your Institution

Product Insights for Customers





Our Data Driven Approach



ScienceDirect

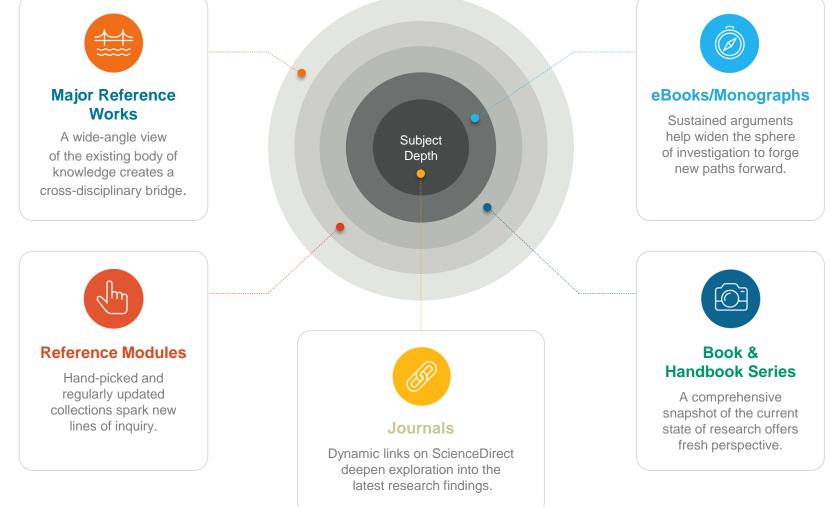
Elsevier Provides Essential Reference Knowledge in All Growing Subjects

Key Research Areas of Focus:

- Core Engineering
- Materials Science
- Biomedical Engineering
- Bioscience & Translational Medicine
- Food Science
- Neuroscience and Psychology
- Earth & Environmental Science
- Energy
- Social Science
- Chemistry & Chemical Engineering
- Economics



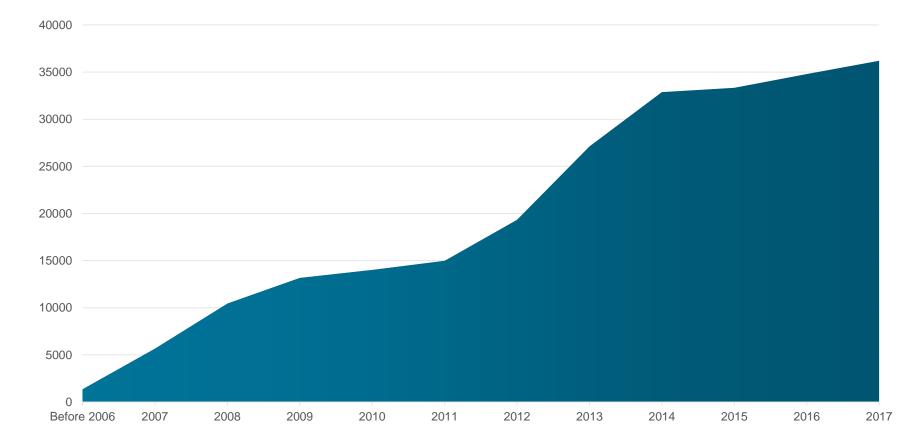
An advantageous mix of content ScienceDirect



ScienceDirect for eBooks2007 till today June 2018

Since 2007, Elsevier has been adding books to the ScienceDirect platform so that researchers and students can access the highly regarded book content in an electronic environment.

Cumulative number of books published on ScienceDirect

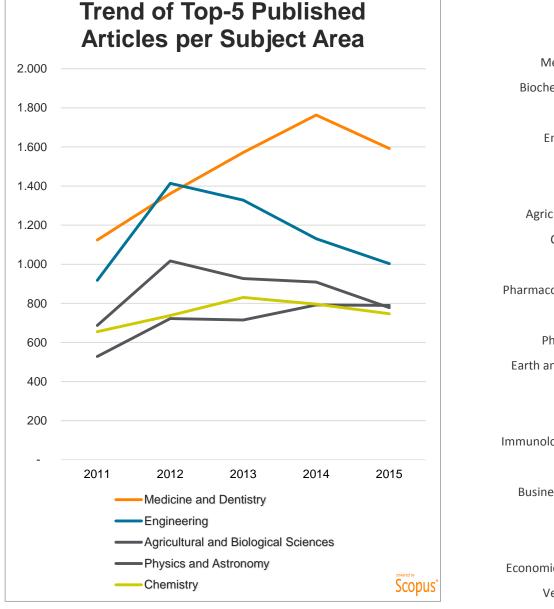


Agenda

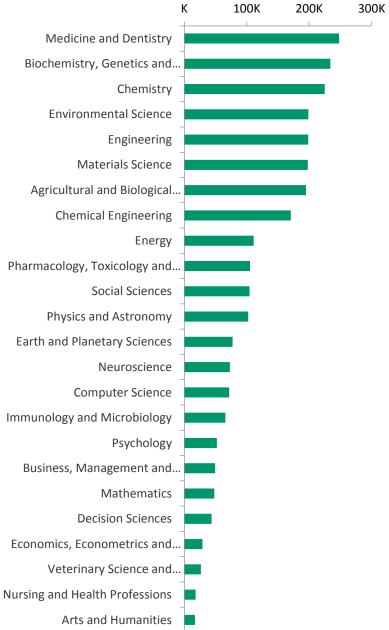
Intro to ELSEVIER & eBooks

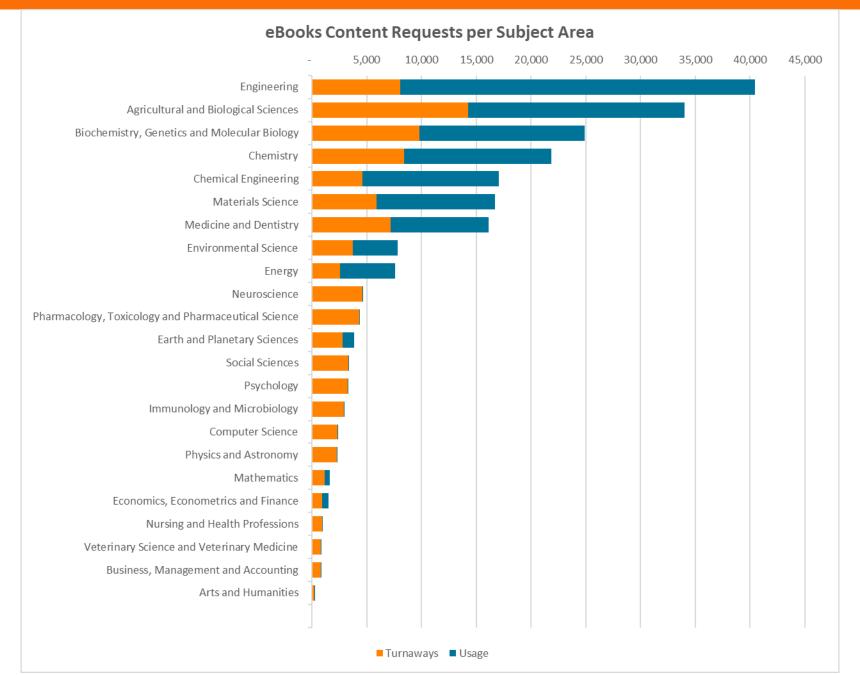
Data Driven Approach

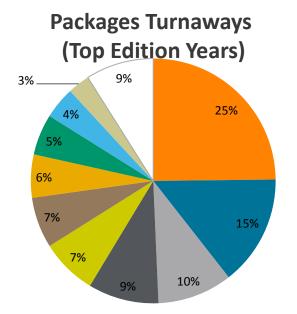
Research Trends



Journal FTA Usage 2016

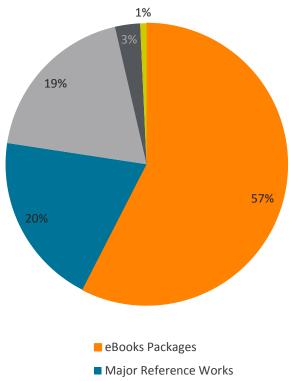






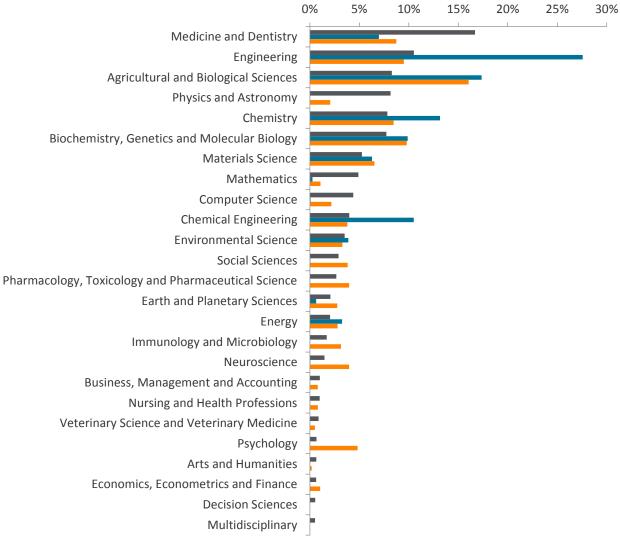


Turnaways per Books Product Type



- eBooks Series
- -----
- Handbooks
- Textbooks

Article Output vs eBooks Usage



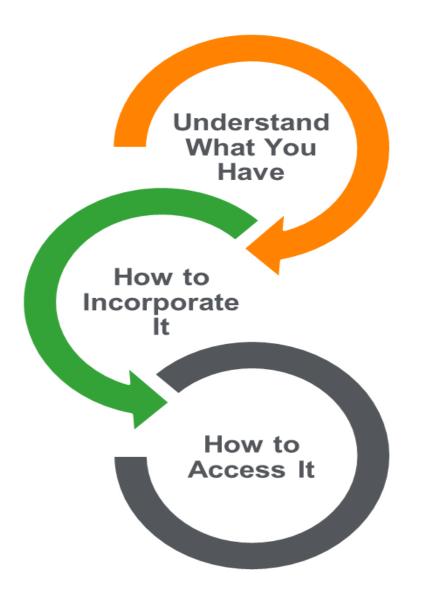
Agenda

Intro to ELSEVIER & eBooks

Data Driven Approach

Research Trends

Holdings: eBooks in Serbia



Evidence Based Selection (EBS)

Before committing to purchasing a particular title, it often makes sense to gauge its popularity with your patrons. The Evidence Based Selection (EBS) model offers "try-before-you-buy" access to your choice of content. For a minimal up-front fee, you pick from 24 different subjects in science, technology and medicine. At year's end, evaluate actual usage to determine what titles you'd like to keep. You receive perpetual access to those titles, up to the value of the initial EBS fee paid.

Features

- Choose the most valuable collections from across 24 subject areas in science, technology and medicine
- Discounted, one-time fee for 12 months of full access to the selected collections (DRM free), plus archival rights to hand-picked titles at the end of the year based on usage data

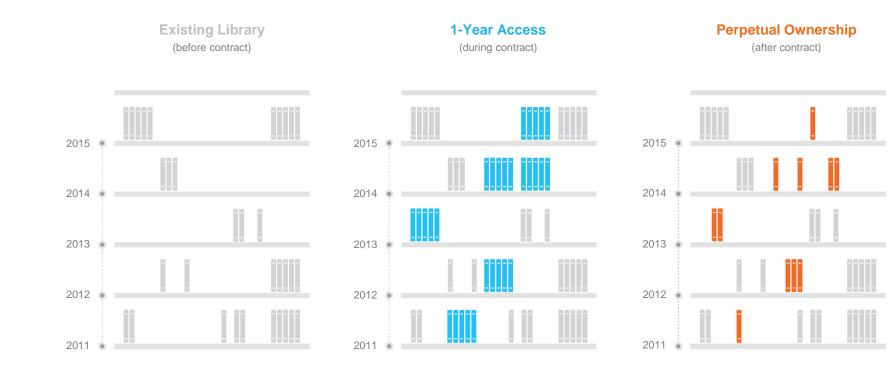
Details

• EBS grants one (1) year of subscription access to selected eBook collection(s). After 10-11 months, you can pick and choose to perpetually purchase individual titles up to value (in current list price) of the paid fees

Scope

- EBS access on ScienceDirect to all eBook subject collections published in 2012 - 2017. (more than 100 subject collections, more than 5000 titles)
- Consortium institutions in Serbia get access to Elsevier eBooks.
- Broader content accessible : all 24 subject areas
- The eBook EBS collection provides published content tailored made to support breakthroughs in research.
- eBook EBS Collection provides archival right in line with the level of investment.

Evidence Based Selection



Try before you buy – EBS Process



Select collections and gain access to them for 12 months, for a minimal, up-front fee Review usage reports throughout the year

Pick and choose those titles you want to retain at the end of the period

ELSEVIER

What Makes Book Series on ScienceDirect the Perfect Compliment to Primary Research?

- Highly cited, high quality content and authorship
- Provides the methodologies or in-depth perspective researchers need
- Links to related monographs, reference works, and journal articles
- Instantly accessible to all users, all the time
- Powerful search and browse features
- Flexibility to download and print without restriction
- Increased discoverability and comprehensive usage reports





26,000 DRM-free titles across 24 subject areas

2018 Frontlist Collection* (# of Titles)

Agricultural, Biological and Food Sciences	118	Immunology and Microbiology	
Biochemistry, Genetics and Molecular Biology	48	Materials Science	
Biomedical Science and Medicine	78	Mathematics	
Chemical Engineering	65	Neuroscience	
Chemistry	47	Pharmacology, Toxicology and Pharmaceutical Science	
Computer Science	7	Physics and Astronomy	
Earth and Planetary Sciences	52	Psychology	
Energy	86	Social Sciences	53
Engineering	197	Specialty Medicine	69
Environmental Science	38	Health Professions	
Finance	25	Veterinary Medicine	
Forensics, Security and Criminal Justice	25	Specialty Surgery	21
		Total # of Titles	1254

*Estimated number of titles for each subject package. Official # of titles published cannot be confirmed until the end of the year due to publishing changes.

IESBS 2nd Edition: New and Updated Coverage, and a more Representative Editorial Board

ELSEVIER ScienceDirect

ELSEVIER

IESBS, 2nd edition updates reflect dominant trends in the social and behavioral sciences over the past two decades

The first edition of the International Encyclopedia of the Social and Behavioral Sciences was published in 2000

It has generated nearly 7,000 citations and about two million "hits" on ScienceDirect since publication and has stood as the reference volume of choice in social and behavioral science for fifteen years.

Globalization	Enhanced international coverage and increased diversity of editors and authors, as well as the coverage of subject matter
Specialization vs. Integration	Entire sections of IESBS 2 nd edition have been developed with interdisciplinarity as a central theme
Expert Curation	The authors and editors deployed in the creation of IESBS 2 nd edition comprise a small army of some 10,000 scholars
Coverage of Applications	Increased coverage of practical applications throughout, equipping readers with applied knowledge alongside theory
Integration of Social and Biological Sciences	Sections include a balanced mix of both the social and biological sciences, as well as coverage of their interaction

International Encyclopedia of Social and Behavioral Science, 2nd edition

Key New Sections:

Social Work

Gerontology and Aging

Life Course Studies

Sexuality

Criminology

Business, Marketing and Finance

Labor Studies

War, Peace, Violence and Conflict

Gay, Lesbian, Bisexual and Trans-sexual Studies

Applied Social and Behavioral Sciences



Over 90% of the content is new or updated, and the number of sections has increased from 39 to 54, to reflect disciplinary growth trends and support cutting edge research

ELSEVIER

Contemporary psychology and cognate behavioral sciences coverage has been greatly expanded to reflect research growth

Contemporary Psychology and Cognate Behavioral Sciences

Clinical Psychology

Applied, Industrial and Org. Psychology

Developmental Psychology

Social Psychology

Personality Psychology

Motivational Psychology

Psychiatry

Memory: Cognitive and Neurosci. Aspects

Linguistics A

Linguistics **B**

Neuroscience of Language

Behavioral Neuroscience

Cognitive Neuroscience

Cognitive Psychology

In comparison to the First Edition, the Second Edition provides:

IESBS incorporates comparative, cross-cultural, and international themes as well as perspectives into its research articles

- 33% more nations represented in author base
- 3x as many female editors
- **50%** fewer North American authors
- More international editorial board, author base, and more subject matter coverage

New countries represented on editorial board:

Luxembourg Greece Finland Japan China Ireland Singapore Spain Russia Austria Israel Netherlands

In 2015, 785,309 search terms were used to discover IESBS...

...the top 367 terms used over 100 times provides to researchers seeking solutions





Reference Modules: Hand-picked and regularly updated collections that spark new lines of inquiry

ELSEVIER ScienceDirect

Reference Modules Subject Areas

	Articles	Images	# of MRWs cited
Chemistry, Molecular Sciences and Engineering	4,700+	50,000+	22
Earth Systems and Environmental Sciences	4,500+	9,000+	TBD
Biomedical Sciences	5,000+	1,200+	13
Materials Science and Materials Engineering	2500+	1,200+	13
Food Sciences	2,370+	7,500+	8
Life Sciences	2,900+	13,000+	12
Neuroscience and Biobehavioral Psychology	3,900+	16,000+	20

"The reorganization of content from multiple works into a **single topic-based hierarchy** not only makes articles easy to find but also means the collection is more searchable. **Users don't have to guess which encyclopedia to look in** as they can simply click on the relevant topic."

Library Journal review of Reference Module in Biomedical Sciences

Reference Modules are the one-stop subject solution

Continuously advancing

Content is continuously reviewed, updated, commissioned, and date- stamped

Authoritative

Each Reference Module is overseen by an expert editorial board appointed for their stature in their field

Cohesive

Covering all areas of the field, the Reference Modules provide understanding of the whole spectrum of the subject, essential for researchers and scholars working across multiple disciplines

On ScienceDirect

Links to relevant journal articles and book chapters on ScienceDirect for additional information and further research are included. Reference Modules are a primer for advancing research



Click through to a world of trusted content

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See the time stamp, indicating the most recent review of the article Click through the subject taxonomy to see the subject matter available

Book and Handbook Series: A comprehensive snapshot of the current state of research, offering a fresh perspective

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Series provide comprehensive knowledge on current research



Over 5,000 research volumes, with 1,000+ book titles from 2010–2017

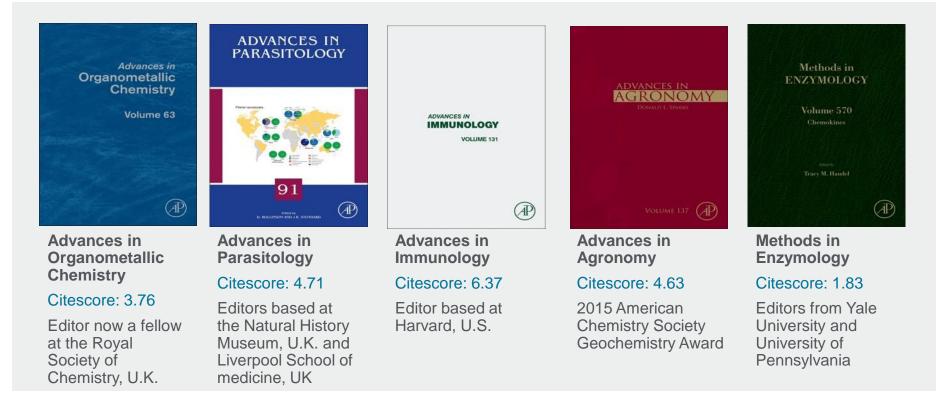
30 are in the top 2 quartiles of their Impact Factor category

- Methods in Enzymology
- Physics & Astronomy
- Chemistry
- Engineering
- Psychology
- Life Sciences
- Biochemistry, Genetics and Molecular Biology
- Agricultural and Biological Sciences
- Immunology and Microbiology
- Neuroscience
- Pharmacology, Toxicology and Pharmaceutical



Prestigious editors and strong impact factors indicate value of content and publishing strategy

Serials: High-demand titles



Book Series and Handbooks pricing models

Current Subscription

- Access to current year
 + 4 previous years
- Full archival rights from Day 1
- Available in collections or at the individual title level

Intermediate Backfile (IBF)

- Access to years in between current subscription and backfile
- Onetime purchase

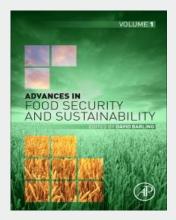
Backfile

- Pre-2000 content.
- Access goes back to Vol. 1
- Onetime purchase
- Available in collections or at the individual title level

Current Subscription (Current +4 years back)	+	Intermediate Backfile	+	Backfile (Pre-2000 back to Vol. 1)

New Book Series

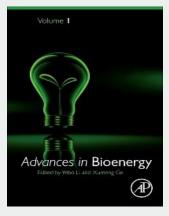
Providing the latest information in advancing and emerging trends



Advances in Food Security and Sustainability

Edited by Professor David Barling (University of Hertfordshire, UK) 1st volume published

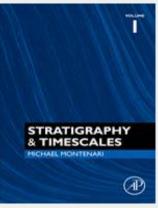
Covers a wide range of issues related to the principles and practices of food sustainability and security, exploring challenges related to protecting environmental resources while meeting human nutritional requirements.



Advances in Bioenergy

Edited by Professor Yebo Li (Ohio State University, USA) and Xumeng Ge (Ohio State University, USA)

Will explore the scientific, technological, social and economic impacts and constraints of biofuels and bioenergy. Covering all aspects of development, storage, distribution, safety, complications, and challenges.

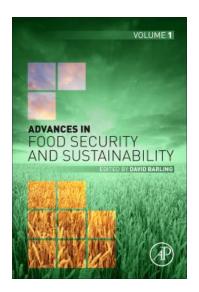


Stratigraphy and Timescales

Edited by Dr Michael Montenari (Keele University, UK) 1st volume publishing December 2016

Stratigraphy and Timescales covers current research across a wide range of stratigraphic disciplines, providing information on recent developments for the geoscientific research community.

New: Advances in Food Security and Sustainability



SERIES EDITOR:

David Barling

The Centre for Agriculture, Food & Environmental Management, School of Life & Medical Sciences, University of Hertfordshire, UK

Series Overview

- Takes a scientific look at the challenges, constraints, and solutions necessary to maintain a healthy and accessible food supply in different communities around the world
- Explores the challenges related to protecting environmental resources while meeting human nutritional requirements
- Advances in Food Security & Sustainability publishes timely reviews on recent research in the field

Methods in Enzymology

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Methods in Enzymology is the Perfect Complement to Primary Research

The critically acclaimed gold standard of laboratory practices and the most highly respected publications in the molecular biosciences

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#1 most downloaded

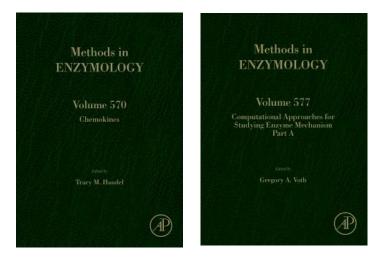
and used ebook series on ScienceDirect

One of the most

highly respected publications

in the field of biochemistry and molecular biosciences

High-Profile Contributors and Authors



66 Nobel Laureates have contributed to the Methods in Enzymology series, including five of the nine 2013 Nobel Laureate winners in Physiology, Chemistry and Physics

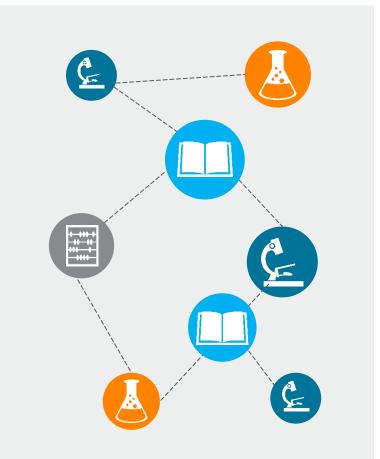
Contributors and Authors

Arieh Warshel James E. Rothman Martin Karplus Randy W. Schekman Sir John B. Gurdon Thomas C. Sudhof Jack W. Szostak Ralph M. Steinman Avram Hershko Peter Agre Roger D. Kornberg Osamu Shimomura

Includes Key Experimental Protocols

Sample of Protocols with details on techniques critical knowledge for researchers in life sciences

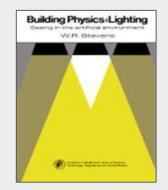
- Separation and purification of the enzyme, enzyme kinetics mechanism
- Transgenic, RNA interference, microarray, gene therapy
- Crystallization of biological macromolecules, sequencing analysis of biomolecules
- Cell Culture
- Immunochemistry
- Cell Signal Transduction Technology
- Nuclear magnetic resonance, laser capture microscopy, confocal microscopy
- · Genomics, proteomics, metabolomics, functional glycomics
- High performance liquid chromatography, mass spectrometry
- Computer simulation, drug design, drug and nucleic acid interactions, protein-protein interactions
- · research techniques about Mouse developmental biology
- Biosynthesis of natural products
- Stem cell and tissue culture techniques
- · Study important diseases such as: cancer, diabetes



Chemical Engineering





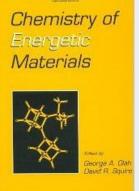


Interfacial Phenomena by J.T. Davies and E.K. Rideal The Corrosion Guide Erich Rabald Adsorptive Bubble Separation Techniques Robert Lemlich Over the Counter Pharmaceutical Formulations David D. Braun Flow Visualization Wolfgang Merzkirch Recipient: 1998/International Symposium on Flow Visualization Leonardo da Vinci Award Winner

Chemistry



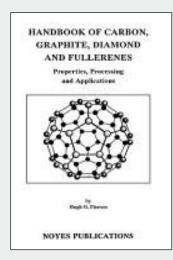
Chemistry of Energetic Materials George A. Olah is the primary editor Recipient: 1994 Nobel Prize in Chemistry



"In this one book are contributions from three Nobel Laureates and seven members of the National Academy of Science which speaks for itself that this is a very active field of fundamental science with far reaching practical importance."

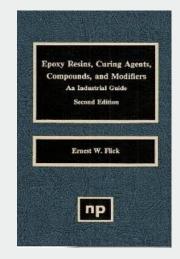
 George A. Olah, 1994 Nobel Laureate in Chemistry and Founding Director of the USC Loker Hydrocarbon Research Institute

Materials Science



Handbook of Carbon, Graphite, Diamonds and Fullerenes

Distinguished teacher and engineer Hugh O. Pierson



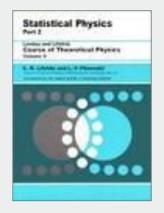
Second edition of the: Epoxy Resins, Curing Agents, Compounds, and Modifiers Ernest W. Flick

Physics and Astronomy



Titles by 1962 Nobel Prize Winner in Physics:

Lev Davidovich Landau Statistical Physics Quantum Mechanics Theory of Elasticity

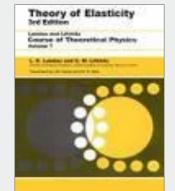


 Quantum Mechanics

 (Non-celativistic Theory)

 Course of Theoretical Physics

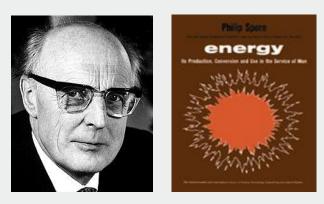
 Volume 3 Third Edition



The collection includes the bestselling book:

Quantum Mechanics Landau and Lifshitz

Energy

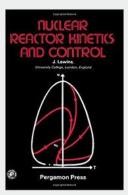


Nobel Prize winners and experts in nuclear power, including:

Energy Storage

J. Hans D. Jensen

Recipient of the Nobel Prize in Physics, 1963



Nuclear Reactor Kinetics and Control

Jeffrey Lewins

Specializes in the application and interpretation of mathematical methods to nuclear power problems

Environmental Science



Early Research in Critical Areas:

Aquatic Pollutants: Transformation and Biological Effects by

O. Hutzinger

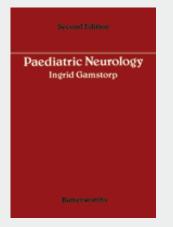
Dedicated his career to chemical substance and its interaction with the environment and humans



Iceberg Utilization A.A. Husseiny

An accounting of the first international conference and workshops on iceberg utilization for fresh water production and weather

Neuroscience

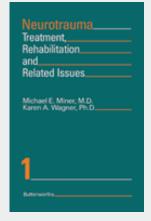


Groundbreaking work from the 1970's and 1980's, including:

Paediatric Neurology

Ingrid Gamstorp

Instrumental founder of the International Child Neurology Association

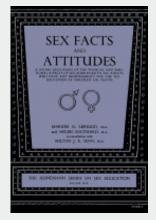


Neurotrauma: Treatment, Rehabilitation, and Related Issues

Michael E. Miner

Including chapters on acute treatment of brain injury and post acute and rehabilitation methods

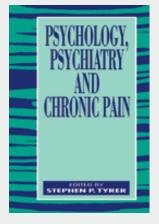
Psychology



Sex Facts and Attitudes

Marion O. Lerrigo

Forefront in researching the topic of sex and development in young children and adolescents



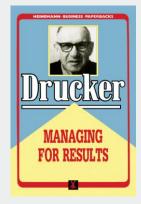
Psychology, Psychiatry, and Chronic Pain

Stephen P. Tyrer

Delves into the basic concepts and classifications of pain and further assessment techniques

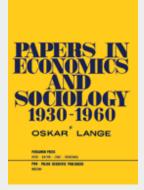
Social Science





Managing for Results Peter F. Drucker

Writings contributed to the philosophical and practical foundations of today's modern business corporation



Papers in Economics and Sociology

Oskar Lange

Most known for advocating the use of market pricing tools in socialist systems and providing a model of market socialism

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What truly works?

How to implement it?

3MiM: 3 months IMPACT measurement

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- Library Connect newsletter & webinars ↗

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- Elsevier Web Shop > (paid author services)
- Engineering Village toolkit
- Journals Consult librarian resource toolkit »
- Engineering Academic Challenge >
- Pure brochure
- ScienceDirect brochures, promotional materials & toolkit
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- SciVal factsheet, guidebooks and videos
- Scopus promotional materials & toolkit

Professional development

Professional

development



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Average webinar has 1,400 viewers

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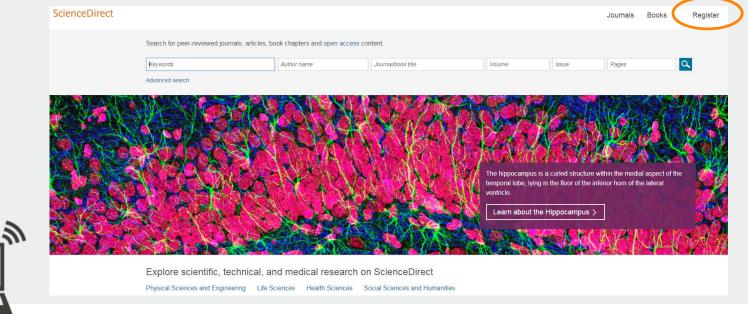
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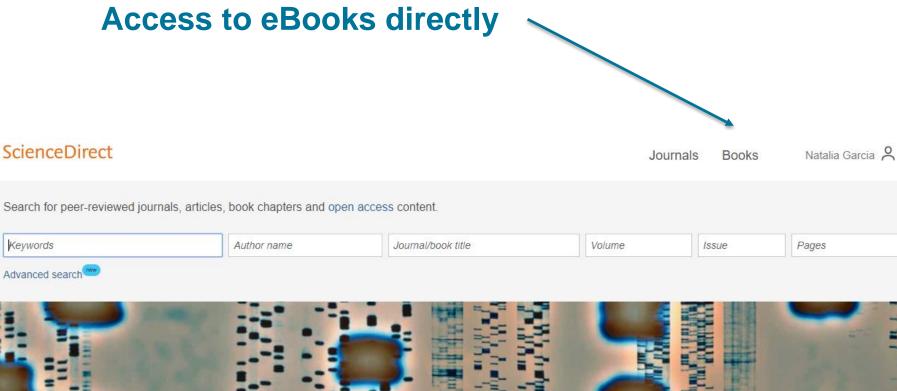
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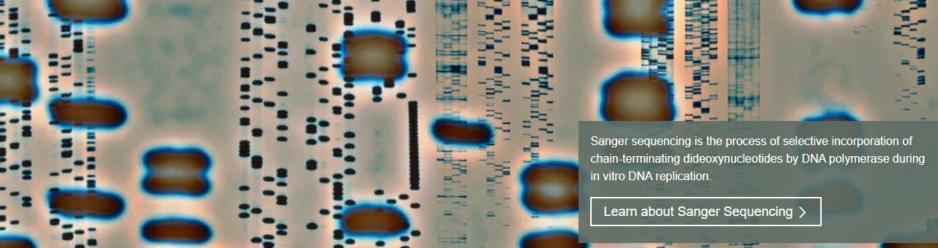
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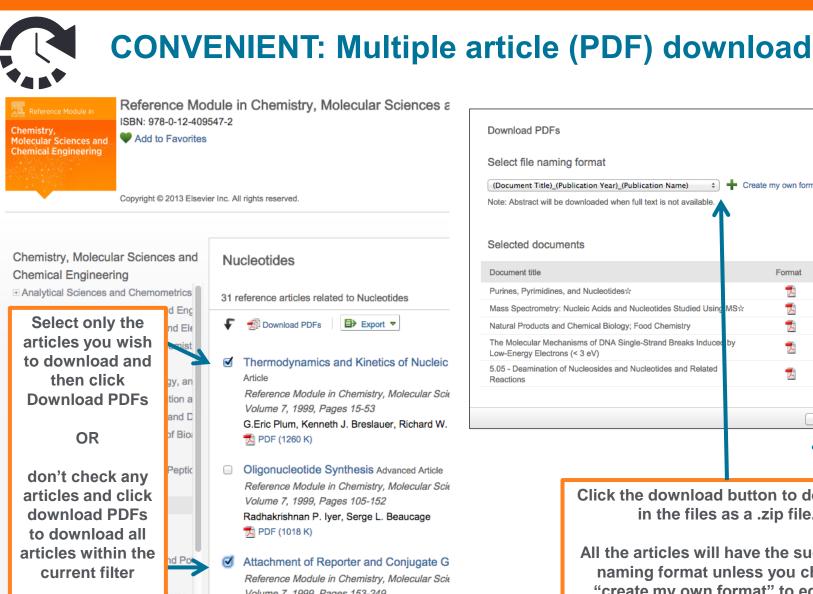
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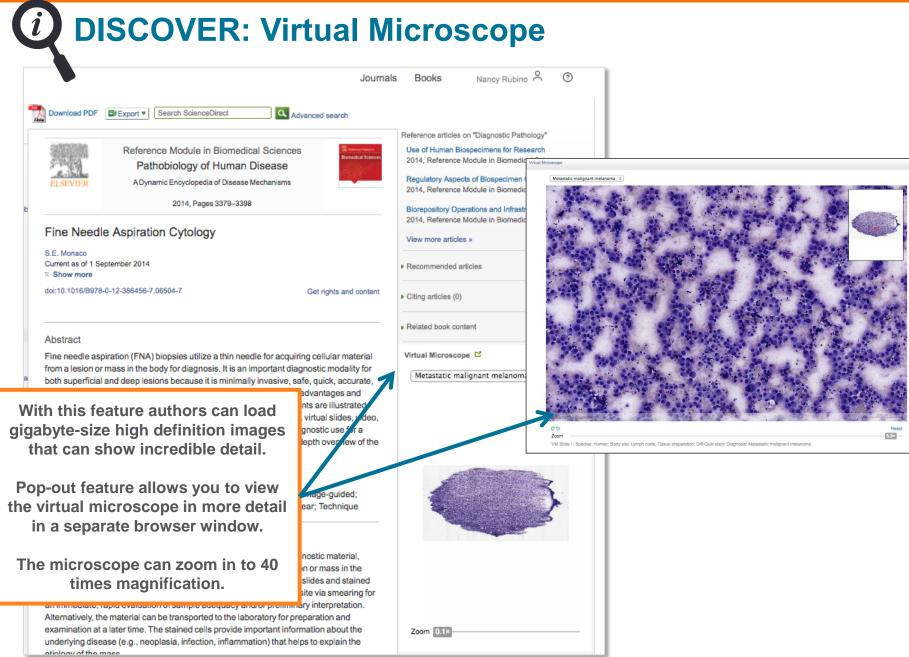
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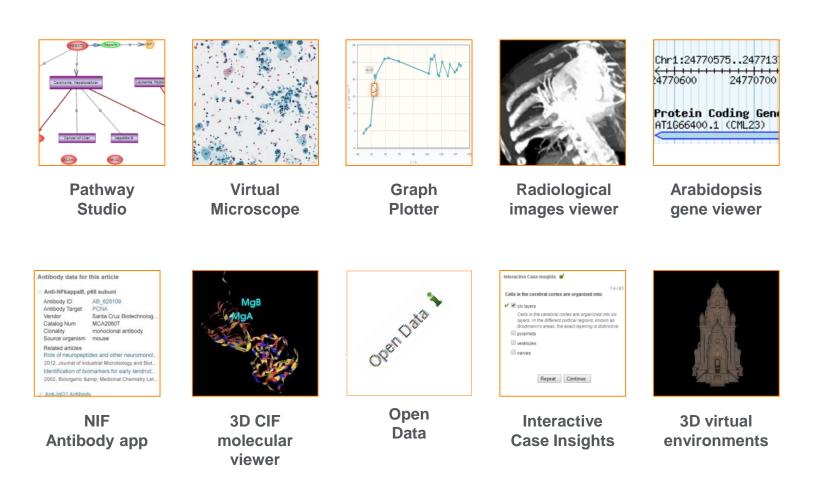
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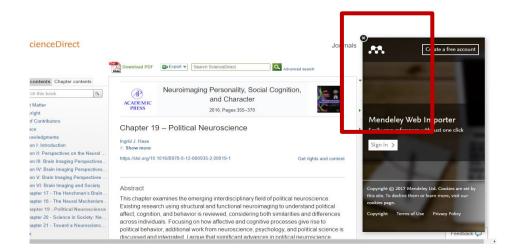
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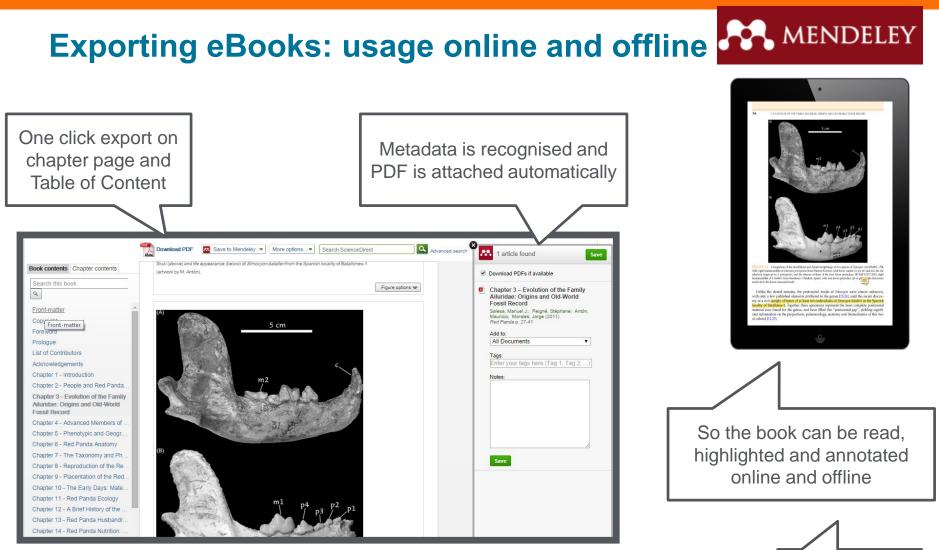


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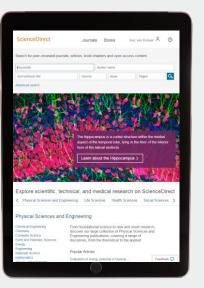
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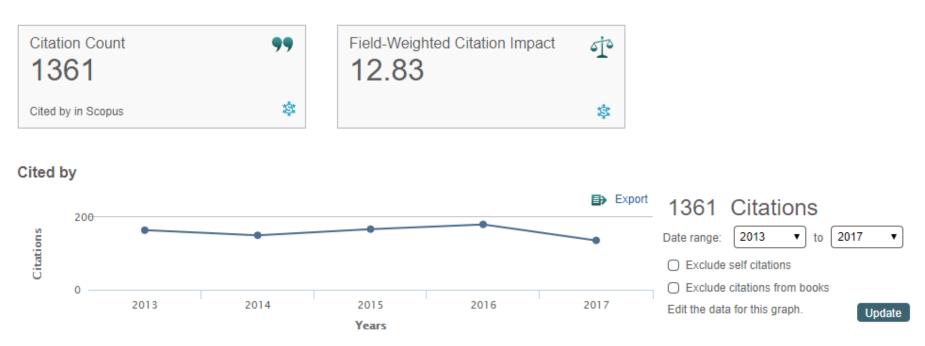
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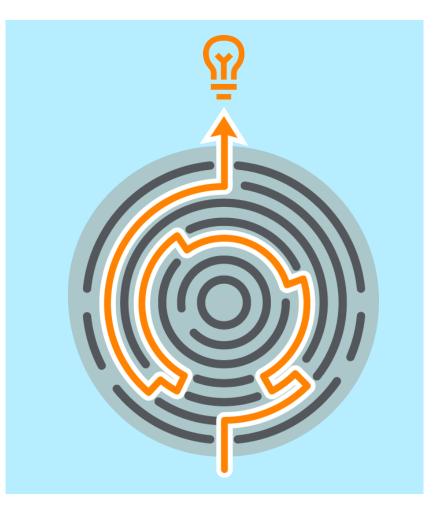
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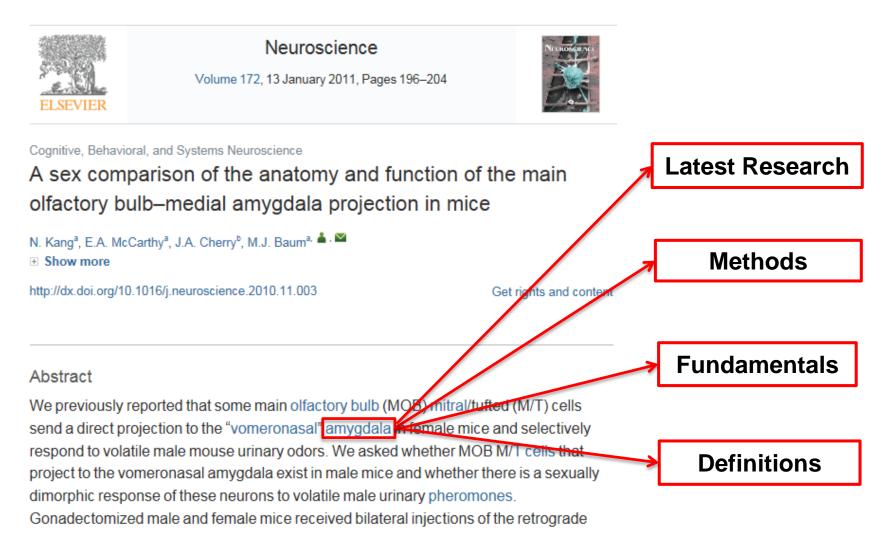
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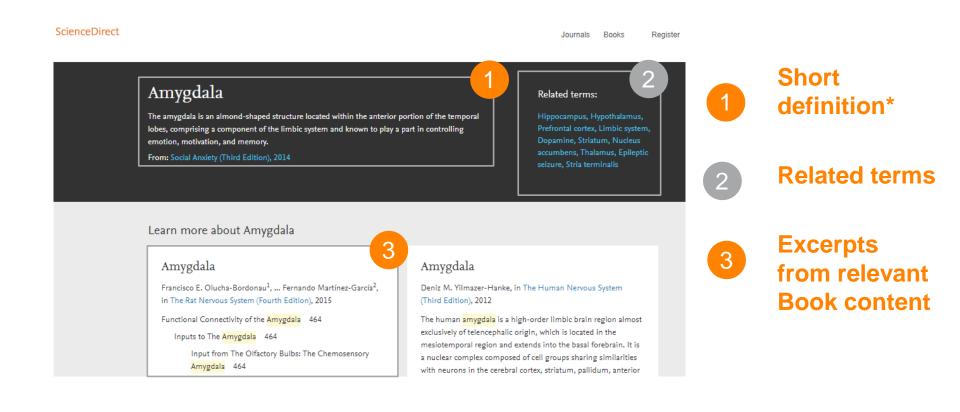
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ELSEVIER.	Clinical Neurology and Neurosurgery Volume 109, Issue 2, February 2007, Pages 206–209	Encephaltis Encephaltis is an acute inflammation of the brain, commonly caused by a From: Encephysical of Transmotorie, 2009	vind infection.	Rolated Serma Enterwine, HSV, Herper and sites type 1, Vind enceptiality, Bulate points, Estatomication, Bulate points, Estatomication, Varges simplex vitre 1
thymoma Kenji Okita ⁴ , Noriyu Yamawaki ⁶ , Mari Yi 2: Show more	mbic and extralimbic encephalitis associated with Matsukawa* 🖌 🖷, Manabu Hattor*, Kentaro Yameda*, Koji Takada*, Takemon Ishida*, Yoshio Hashigume*, Kosei Ojika* 1016/j.clineuro.2006.09.007 Get rights and content	Learn more about Encephalitis Encephalitis Encephalitis Karen L. Rose, in <i>Handboot of Clinical Neurology</i> , 2014. Introduction Encephalin is an infectious or inflammatury disorder of the forin manifest by finer and headacte and associated with a figuressel leaf of constructions, an attend method that (perfusion, behavioral documentation), focal neurologic deficits, or rea cost tableve attinity. This chapter will address the batterial, fangel, spinehetti, and purporter tableves tableves the batterial, fangel, spinehetti, and purporter tableves the batterial, fangel, spinehetti, and purporter tableves tableves the batterial, fangel, spinehetti, and purporter tableves table	2007. Western Equine Encept Western reuhre enceptailin then age 1 year and in adult infestions with western adult common than symptomatic borne enceptail/blas, wester influenza late syndhere of U	rf Clinicar Neurology (Third Edition). Nalitis I tonda to accur in children younger adder than sign 50, ⁵⁴ inapparent ne compilation virus are more cases. Use the other arthropod- m squire ecosyltabilitis tegions with an economic ecosyltabilitis tegions with a economic mailian, morgilan, phropod- progresses, instability, convulsions,
6 and 30 years nd loss of cons ormal tendon n	oman, with a 7-year clinical history of invasive thymoma treated at ages by thymectomy and radiation, presented with a generalized convulsion ciousness. Following the seizure there was no neurological deficit and effexes. Magnetic resonance imaging (MRI) of the brain without incoment revealed multiple small lesions of high signal intensity on T2		1000	

and diffusion weighted images located in the cortical area beyond the temporal lobes. Brain biopsy demonstrated Encephalitis th activated microglias and activated T-cell

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Clinical Neurology and Neurosurgery Journals Books 2.1 Sec. Volume 109, Issue 2, February 2007, Pages 208-209 0 ELSEVIE Pyramidal tracts Handbook of Neuroendocrinology 2012. Pages 497-501 ACADEMI Recurrent limbic and extralimbic encephalitis associated with thymoma Chapter 21 - Stress and Brain Function Kenji Okita^a, Noriyuki Matsukawa^{a,} 📥 🖴 , Manabu Hattori^a, Kentaro Yamada^a, Koji Takada^a, Takemori nore about Pyramidal tracts Yamawaki^a, Mari Yoshida^b, Yoshio Hashizume^b, Kosei Ojika^a http://dx.ite/.cro/10.1016/R978-0-12-375097-6.10021-4 ± Show more Spinal Tracts - Descending/Motor Path-Spinal Cord http://dx.doi.org/10.1016/j.clineuro.2006.09.007 Get rights and conter Publisher Summary Corticospinal Tract This chapter discusses how the hippocampus, pref affected by stress, and how these stress-induced changes relate to changes in b Located in the medial temporal iche, the hippocampus is one of the most plastic and Abstract A 33-year-old woman, with a 7-year clinical history of invasive thymoma treated at ages 26 and 30 years by thymectomy and radiation, presented with a generalized convulsion Essential Clinical Anatomy of the Nervous and loss of consciousness. Following the seizure there was no neurological deficit and System normal tendon reflexes. Magnetic resonance imaging (MRI) of the brain without ACADEMIC PRESS 2015, Pages 101-176 gadolinium enhancement revealed multiple small lesions of high signal intensity on T2 and diffusion weighted images located in the cortical area beyond the temporal lobes. Chapter 9 - Spinal Tracts - Descending/Motor Pathways Brain biopsy demonstrated encephalitis with activated microglias and activated T-cell Shine more infiltration. Within 4 months of treatment with nothing other than anticonvulsant therapy, the late of Abstract This chapter will discuss in detail, the major descending and discuss the differences between the pyramidal and extrapyramidal tracts. Specifically this chapter will examine the course of the corticospinal and corticobulbar tracts, as well rachs as well as the dorsal and medial longitudinal fascicul

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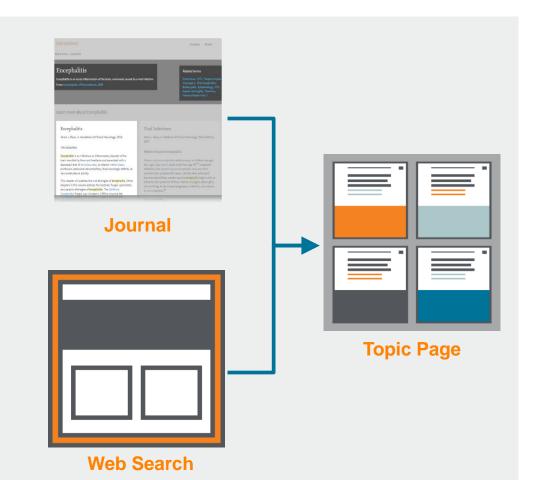
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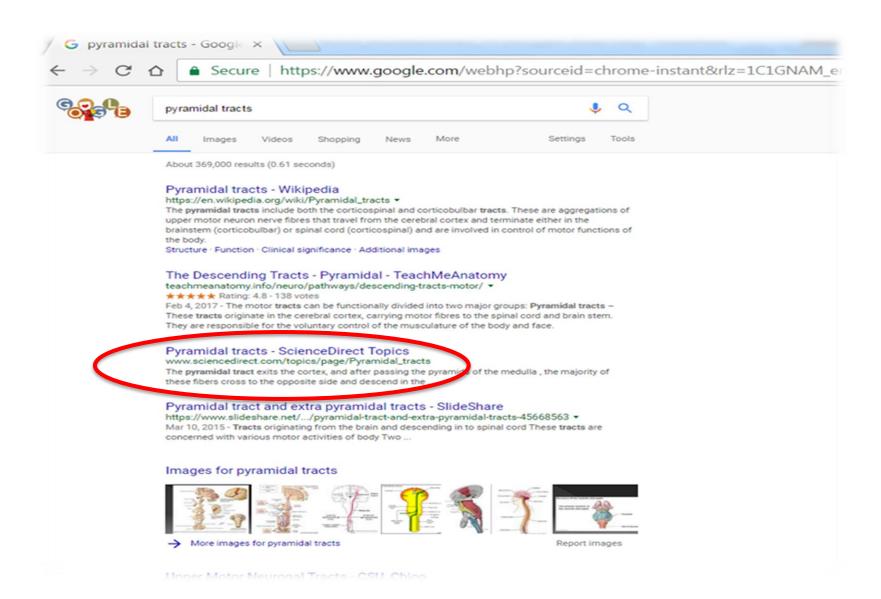
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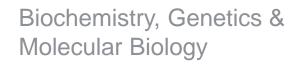
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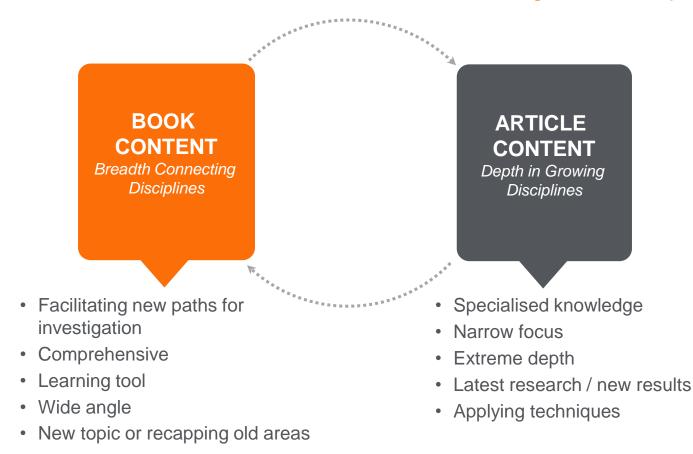
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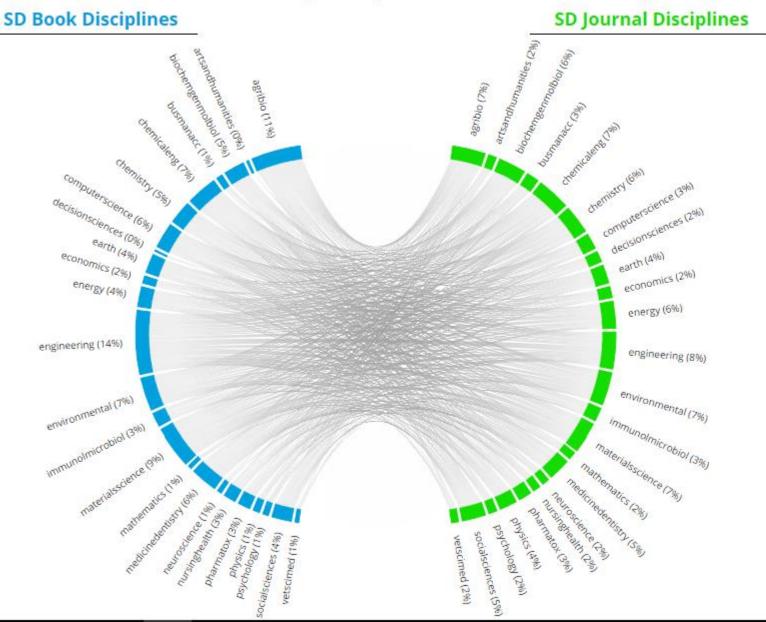
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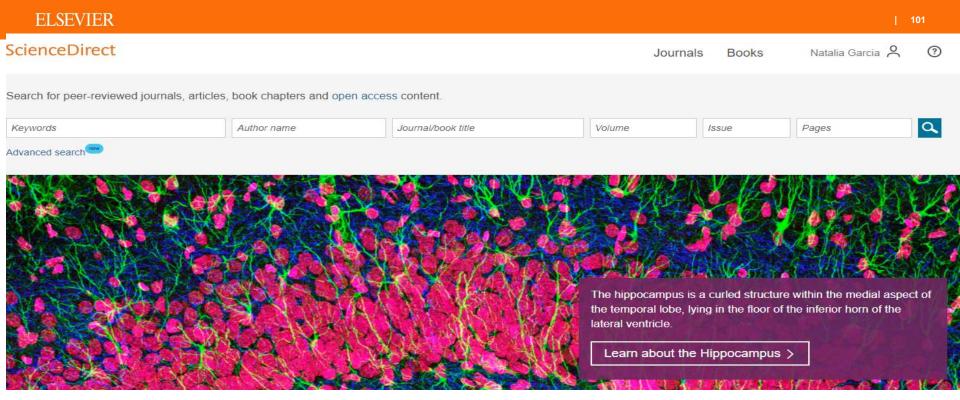
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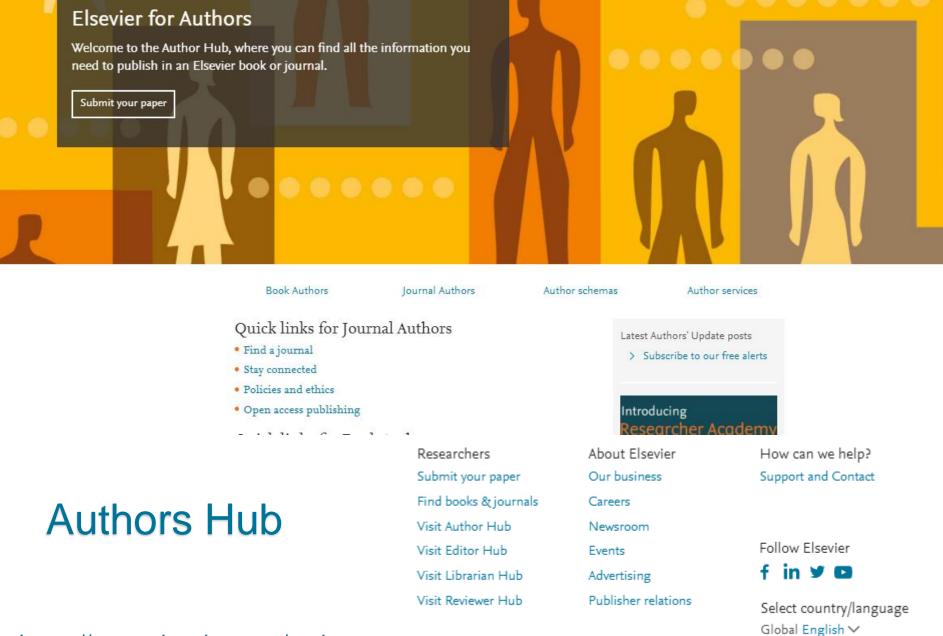
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Any questions?

Thank you

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