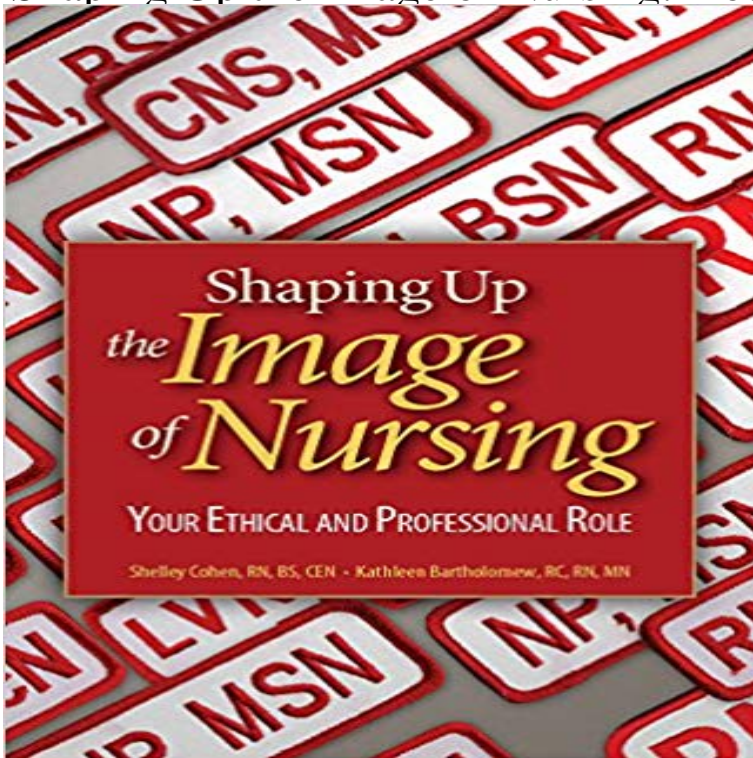


Shaping Up the Image of Nursing: Your Ethical and Professional Role



You and your staff are highly-educated, competent nurses who are entrusted with saving lives. Isn't it time your image reflects your level of education and professionalism? The HCPRO handbook, *Shaping up the Image of Nursing: Your Ethical and Professional Role*, which is the companion to the groundbreaking book, *The Image of Nursing: Perspectives on Shaping, Empowering, and Elevating the Nursing Profession*. Written by Shelley Cohen, RN, BS, CEN, and Kathleen Bartholomew, RC, RN, MN, with contributions from nursing experts in the field, *The Image of Nursing*, and *Shaping Up the Image of Nursing*, examine the professional image of nursing today and what you and your staff can do to elevate it. The handbook - written for bedside caregivers - is the perfect resource to hand out to your staff to provide them with tools to take responsibility for their image as a nurse. This resource will also help nurses communicate their professionalism to patients, physicians, and other hospital staff. Sold in packages of 25, this handbook will empower staff to:

- Strive for increased professionalism
- Practice responsibility, autonomy, and accountability
- Focus on excellence in practice
- Enhance collaboration with physicians
- Improve communication with patients, peers, and managers

Take a look at the Table of Contents: Chapter 1: Where Has Florence Nightingale Gone? Chapter 2: Misperceptions of Image: How the Profession is Perceived Chapter 3: Chiseling a New Image Through Improved Communication Chapter 4: Professional Development and Nursing Excellence Chapter 5: Ethics and Image: Your Professional Responsibilities Chapter 6: From Voice to Action: Media Representation and the Center for Nursing Advocacy Chapter 7: Shape Up Your Image: Its Time for an Extreme Makeover

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