

TRADEMARK

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*The elegant way
to treat an inelegant problem*

[illegible]

References:

Tooley, *et al.*: The Practitioner **229**, 655 (1985)
Benussi, *et al.*: Curr. Ther. Res. **31**(4), 511 (1982)

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HOW TO DO IT: 1

Chair a committee.
Be a dictator.
Take an examination.
Organise an international
paper. Choose a computer.
Improve a student medical journal.
Be interviewed. Write a book review.
Raise funds. Be an examiner. Use a library.
Survive as an editor. Prepare a lecture.
Construct an inquest. Take a clinical
examination. Use slides. Appear
on television. Apply for a
research grant. Deal
with a publisher.
Plan a research
project. Write

and

HOW TO DO IT: 2

Organise
your time.
Run a clinical
budget. Deal with a
complaint by a patient.
Start in private practice.
Be an expedition doctor. Take
a teaching ward round. Organise
a clinical examination. Deal
with a problem colleague. Retire.
Use a word processor. Take
sabbatical from general practice.
Be a patient. Use electronic
mail. Make a video tape.
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Get a letter in the
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ABC OF SPINAL CORD INJURY

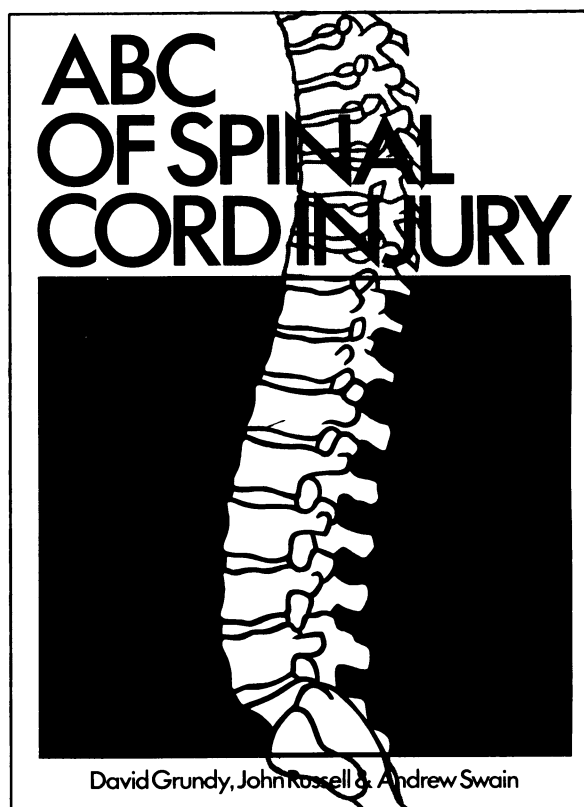
David Grundy, John Russell & Andrew Swain

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for the
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In spinal cord injury correct management from the outset is vital to prevent further damage.

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Written by Andrew Swain, of the accident and emergency department, Charing Cross Hospital, and David Grundy and John Russell, of the Duke of Cornwall Spinal Treatment Centre, Salisbury, these articles from the *BMJ* provide a valuable introduction to a topic that non-specialists need to know more about.



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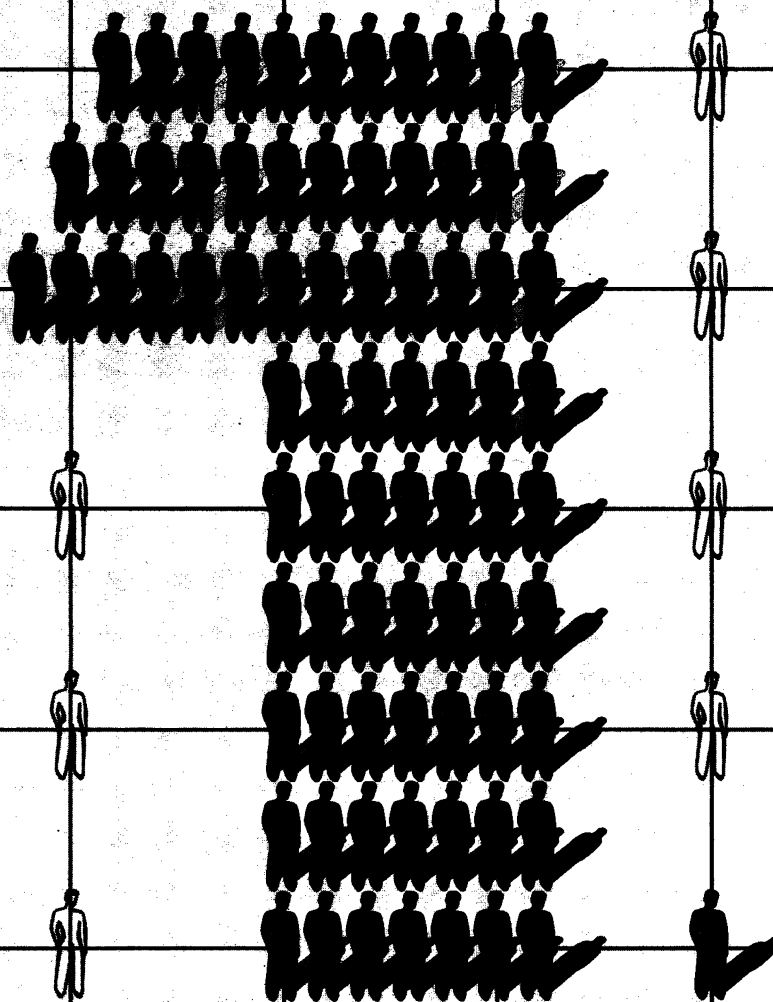
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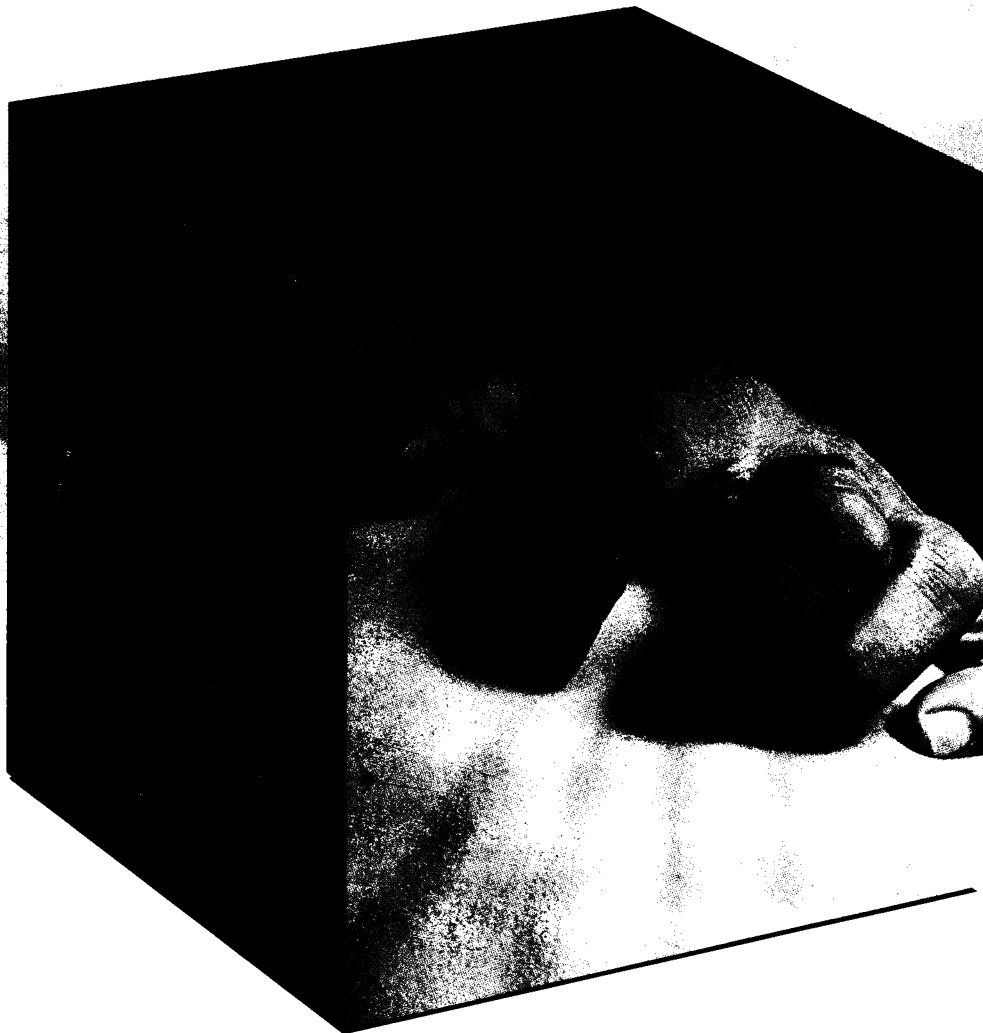
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