

TRADEMARK

NIZORAL

(ketoconazole)

Did you know

that in seborrhoeic dermatitis
a dominant role is played by
Pityrosporum yeasts?

And did you know

that *Pityrosporum* is exceptional
sensitive to ketoconazole,
alias Nizoral?

If you do, you know why Nizoral cream is the right answer to
seborrhoeic dermatitis

Apply twice daily until a few days after remission of symptoms.

Indications: Nizoral cream is indicated for topical application in the treatment of dermatophyte infections of the skin, as well as in the treatment of pityriasis versicolor and tinea (primarily scalp). Nizoral cream is also indicated for the treatment of seborrhoeic dermatitis, a skin condition related with overgrowth of *Pityrosporum ovale*. **Precautions:** Irritation may occur. Discontinue use if irritation occurs and immediately consult your physician. Do not use concurrently with topical corticosteroids. Therefore, it is recommended to discontinue the topical use of corticosteroids 1-2 weeks before starting and to apply Nizoral cream in the evening. Do not use Nizoral cream if you are already using another antifungal agent for a period of 2-3 weeks.

Full prescribing information
available on request.



Pharmaceuticals Division, Hoechst AG, Frankfurt, Germany

Pharmaceuticals Division
Hoechst AG, Frankfurt, Germany

You don't know everything

HOW TO DO IT: 3

Organise a new department · Choose a house officer · Get publicity for a GP locum · Write a practice annual report · Start a DNA diagnostic service · Develop diabetic summary in general practice · Dictate a word processor · Organise a department for charitable status · Choose a word processor · Be a manager · Get publicity · Choose a manager · Organise a multi-centre trial · Be a manager · GP locum · Write a practice

But often in a medical career it seems as if you are expected to. When confronted with a problem you've never met before the only thing to do is to ask the experts—but where are the experts who are never on holiday, never off sick, in a meeting, or simply unavailable? In *How To Do It: 3*, that's where. You can keep them in your pocket, and in a few minutes they can tell you, among many other things, how to:

- lecture overseas
- be a manager
- prepare a Festschrift
- commission a portrait
- set up an audit
- write a practice annual report
- organise multicentre trials
- start a DNA diagnostic service
- survive a dinner

**Two companion
volumes of
essential know-how
are also available**

Price (each book): Inland £6.95; Abroad £9.00

BMA members: Inland £6.45; Abroad £8.50

HOW TO DO IT: 1

Chairman
Committee
Be a dictator
Take an examination
Organise an international
paper: Choose a computer
medical meeting: Give evidence
Improve a student medical journal: Raise
interviewed: Write a book review: Use a library
funds: Be an examiner: Prepare a lecture
Survive as an editor: Prepare a programme
Construct an audiovisual
Attend an inquiry: Use slides: Apply for a
examination on television: Deal with a publisher
research grant: Plan a project
on television: Deal with a publisher
research grant: Plan a project

HOW TO DO IT: 2

Organise your time.
Run a clinic.
budget: Deal with a
complaint in private practice.
Start an expedition round.
Be an examining doctor.
a clinical ward round.
Use a word collation.
Organise a word processor.
Deal with a problem.
Retire from general practice.
Use a word processor.
Be a patient.
Signpost a video tape.
Get a letter in the
newspapers.
Keep up with the
literature.

ORDER FORM

British Medical Journal, PO Box 295,
London WC1H 9TE, England *or any leading bookseller*

Please send me copy/copies of

- ☐ HOW TO DO IT: 3
- ☐ HOW TO DO IT: 2
- ☐ HOW TO DO IT: 1

Prices to include postage, by air abroad

NAME.....

Please print name and address clearly

ADDRESS.....

POST CODE.....

- ☐ I enclose BMA Membership No.

Please make cheques payable to British Medical Journal or
debit my credit card (*please tick box*)

- ☐ VISA ☐ AMERICAN EXPRESS ☐ MASTERCARD

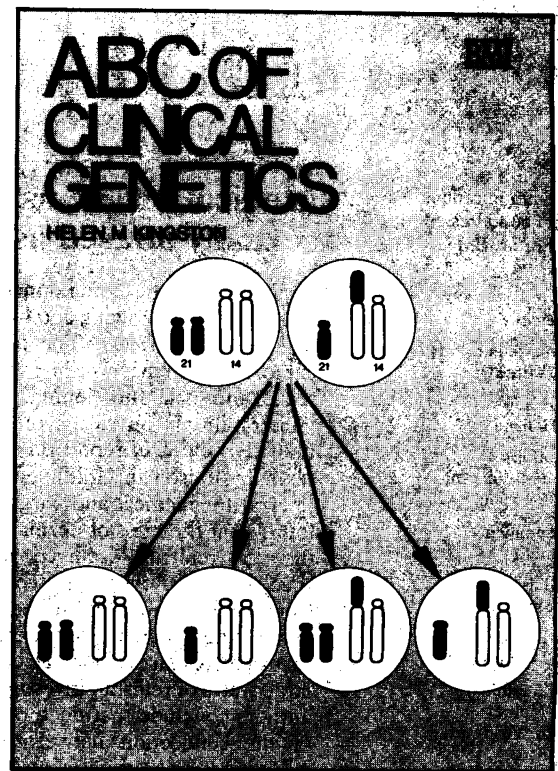
CARD NUMBER _____

Card expiry date.....

Signature.....

- ☐ Please send me a book catalogue

Genetics is a subject fundamental to medicine, but rapid advances in recent years may make the subject complex and confusing to clinicians and paramedical staff outside the specialty. Nevertheless, the demand for genetic investigation and counselling is increasing, and these services need to be offered by clinicians other than clinical geneticists. In the *ABC of Clinical Genetics* Helen Kingston, consultant clinical geneticist at St. Mary's Hospital, Manchester, reviews basic concepts of inheritance in mendelian, chromosomal, and multifactorial disorders; outlines the investigation and management of genetic conditions; and illustrates the application of recombinant DNA technology to clinical practice. Implications of genetic diseases for relatives are also considered, together with the ethical and human dilemmas that face doctors and patients and their families.



ORDER FORM

BRITISH MEDICAL JOURNAL
PO Box 295,
London WC1H 9TE,
or any leading bookseller

Please send me

☐ ABC OF CLINICAL GENETICS
and the following BMJ books:

.....
.....

NAME

ADDRESS

POSTCODE

I enclose BMA Membership No.

Please make cheques payable to **British Medical Journal**
or debit my credit card (please tick box)

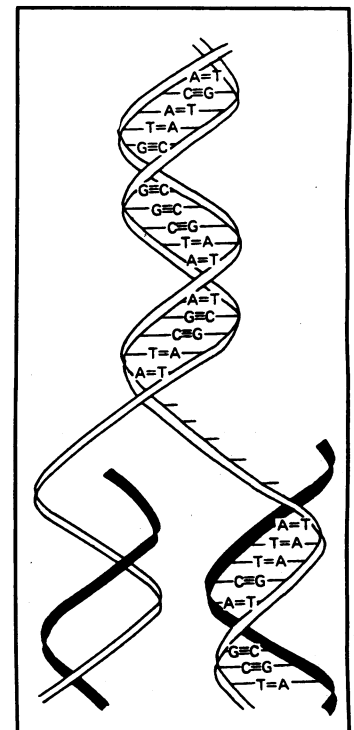
☐ Visa ☐ American Express ☐ Mastercard

Card No.

Card expiry date

Signature

☐ Please send me a book catalogue



Inland £10.95; Abroad £13.00
BMA Members:
Inland £9.95; Abroad £12.00
including postage, by air abroad

Second edition . . . new pocket size format

PROCEDURES IN PRACTICE

Newly graduated clinicians have to acquire the practical skills of their specialty – few doctors can remember every step of a procedure after seeing a single demonstration. A step by step guide for those making their first attempts, *Procedures in Practice* has now been completely updated and expanded to cover everything from arterial puncture to vaginal examinations.

Extensively illustrated, it has been produced in a new pocket size format, so you can always keep it with you.

Price: Inland £6.95; Abroad £8.75;
BMA members: Inland £6.45; Abroad £8.25;
USA \$14.00 including postage, by air abroad
Please enclose payment with order, or send us full details of your ACCESS, VISA or AMERICAN EXPRESS credit card.



Order from:
BRITISH MEDICAL JOURNAL
PO Box 295, London WC1H 9TE
or any leading medical bookseller

International Medical Seminar Bone marrow transplantation: seminars on indications, advances and problems

11 - 16 November 1990, London

This seminar on bone marrow transplantation will examine the advances and problems of bone marrow transplantation, allogeneic and autologous, paediatric and adult.

Topics to be discussed will include: indications for allogeneic and autologous bone marrow transplantation; results of alternative forms of therapy; immuno-modulation of rejection, graft versus host disease and leukaemia; the use of growth factors and lymphokines in transplantation; non-sibling donor transplants; prospects for gene therapy.

The seminar will be directed by **Professor E C Gordon-Smith**, Department of Haematology, St George's Hospital Medical School, University of London.

The seminar is intended for clinicians of consultant or equivalent status and other senior staff with an academic interest in bone marrow transplantation. There are vacancies for 30 participants.

Course fee: £510; accommodation fee: £385; total fee: £895.

Resident participants will be accommodated in single bedrooms with private bathroom or shower at the Regency Hotel, London SW7.

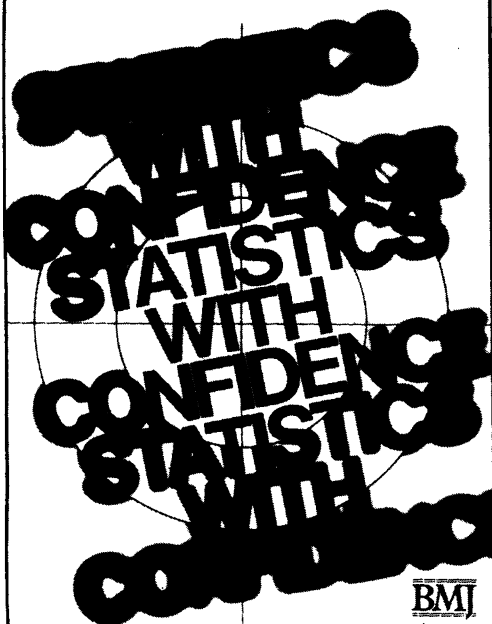
Further information and application forms are available from British Council Representatives overseas or from Courses Department, The British Council, 65 Davies Street, London W1Y 2AA.

The
British
Council

STATISTICS WITH CONFIDENCE

— Confidence intervals and statistical guidelines

MARTIN J GARDNER
DOUGLAS G ALTMAN



Many medical journals, including the *British Medical Journal* now expect scientific papers submitted to them to contain confidence intervals when appropriate. Why? what are they? and how do you calculate them? *Statistics with Confidence* tells you. A clear explanation of the reasons for using confidence intervals is followed by detailed presentation of methods of calculation, including numerous worked examples and specially compiled tables. To make things even easier, a computer programme, Confidence Interval Analysis (CIA), for calculating confidence intervals has been specially designed by Martin Gardner and details are available from the Publishing Department, *British Medical Journal*.

An essential handbook for everybody using statistical methods to present their findings (and that means most doctors). *Statistics with Confidence* can also be applied to other disciplines—such as engineering, agriculture, and the social sciences.

Price: Inland £7.95; Abroad £9.50
BMA Members: Inland £7.45; Abroad £9.00
including postage, by air abroad

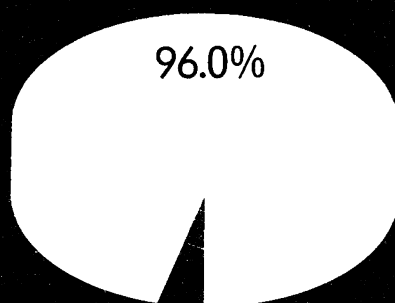
Order from: BRITISH MEDICAL JOURNAL, PO BOX 295, LONDON WC1H 9TE or any leading bookseller.
Please enclose payment with order, or send us full details of your ACCESS, VISA or AMERICAN EXPRESS credit card.

CHILDREN ARE SENSITIVE

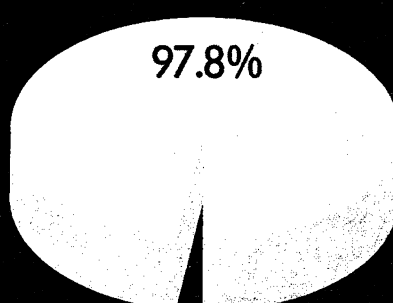
◀ ROCEPHIN ▶

WITH SUPERB BACTERICIDAL POWER

**PATHOGENS
ELIMINATED**



**No
SIDE EFFECTS**



WELL TOLERATED EVEN IN CHILDREN
(Analysis of literature on 887 patients)

Components: Ceftriaxone. **Indications:** Sepsis; meningitis; abdominal infections; infections of the bones, joints, soft tissue, skin and of wounds; infections in patients with impaired defence mechanisms; renal and urinary tract infections; respiratory tract infections, particularly pneumonia, and ear, nose and throat infections; genital infections, including gonorrhea. Perioperative prophylaxis of infections. **Dosage:** Usual dosage for adults: 1-2 g once daily (every 24 hours). Further informations on administration and special dosage

recommendations are available on request. **Contra-indications:** Known hypersensitivity to cephalosporins. **Precautions:** Pregnancy (particularly in the first trimester) unless absolutely necessary. Hypersensitivity to penicillin (possibility of allergic cross-reactions). Anaphylactic shock. **Side effects:** Gastrointestinal complaints. Hematological changes. Skin reactions. **Packs:** Packs for i.m. injection, 5's. Packs for i.v. injection, 5's. Packs for i.v. infusion, 5's. Full details are available on request.

Reference: Data on file, F. Hoffmann-La Roche Ltd, Basel, Switzerland



F. Hoffmann-La Roche Ltd, Basel, Switzerland