Introducing the Social Sciences for Midwifery Practice: Practicalities edited by Helen 2009-11-11 Introducing the Social Sciences for Midwifery Practice: Practicalities edited by Helen. This book brings together what you need to know about the social and cultural context of midwifery and how you can use this knowledge to influence practice. The book is organized into five chapters, each providing a clear and accessible overview of different social science theories and their applications in midwifery. The chapters cover: • Social and cultural context of midwifery • Social and cultural approaches to practice • Social and cultural research • Social and cultural policy and politics • Social and cultural ethics and care.

Sales and Marketing of Midwifery in Canada: Challenges and Opportunities edited by Carole 2011-09-01 Sales and Marketing of Midwifery in Canada: Challenges and Opportunities edited by Carole. This book presents a comprehensive overview of the sales and marketing strategies used in midwifery practice in Canada. The book is organized into four sections, each focusing on a different aspect of sales and marketing: • Sales and Marketing of Midwifery in Canada: An Introduction • Sales and Marketing of Midwifery in Canada: Marketing Strategies • Sales and Marketing of Midwifery in Canada: Sales and Marketing in Times of Change • Sales and Marketing of Midwifery in Canada: Future Directions.

The New Midwifery Practice 2e making midwifery an exciting and engaging practice for all. The book includes expanded discussions on key topics such as midwifery education and practice, midwifery research, and midwifery policy and advocacy. The book is organized into four sections, each focusing on a different aspect of midwifery practice: • Midwifery Education and Practice: An Introduction • Midwifery Research: A Critical Approach • Midwifery Policy and Advocacy: A Practical Perspective • Midwifery Practice: A Critical Reflection.


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Childbirth: Midwifery theory and practice