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Available September 2004:

100 Questions and Answers about Plastic Surgery

By Diane L. Gerber, MD, FACS & Marie Czenko Kuechel, MA



Within this one-of-a-kind guide for consumers, the authors address many of the key issues concerning plastic surgery, including reasons why an individual has an interest or desire for plastic surgery, how to find, evaluate, and communicate with a credible provider, and what a patient can expect both physically and emotionally. In addition, the authors answer questions about the aesthetic and emotional benefits of plastic surgery and discuss the fulfillment such a procedure can provide.

From patient concerns, to provider's responsibilities, to the often-overlooked topic of reconstructive surgery, this innovative guide covers the many facets of plastic surgery and is certain to educate and aid people in making key decisions.

Empower your Patients!

ISBN: 076372632X

Price: \$16.95 (U.S. List)

Cover: Paperback

Will Publish: 09/01/2004

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About the Authors

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As a board-certified plastic surgeon, Diane L. Gerber, M.D., has met the highly selected criteria for certification by the American Board of Plastic Surgery and is, therefore, qualified to perform plastic surgery on the face, breast, and body. She graduated from Vassar College and received her medical degree from Columbia University. After completing a three-year residency in general surgery and an additional three-year residency specifically in plastic and reconstructive surgery at Northwestern University, Dr. Gerber began her private practice in 1983.

Dr. Gerber serves as a media spokesperson for the American Society of Plastic Surgeons and the American Society for Aesthetic Plastic Surgery. She is an active participant in the American College of Surgeons and other prestigious organizations. Often called upon as a recognized expert in the field, Dr. Gerber has appeared on television, in consumer articles, and as a featured speaker at various conferences and seminars. Named as one of the top cosmetic surgeons in the country by *Town and Country* magazine, Dr. Gerber specializes in aesthetic surgery of the face and body.

Marie Czenko Kuechel, MA

Marie Czenko Kuechel, MA is the founder and president of Czenko Kuechel Consulting, Ltd, a firm dedicated to serving the industry and practice of medicine. Marie holds a Bachelor of Business Administration degree in Marketing, completing undergraduate studies at Loyola University of Chicago and Harvard University, Cambridge. She holds a Master of Arts in Journalism from The Ohio State University, Columbus and is an experienced media and publicity professional.

Marie entered the world of medical communications in 1992 at the American Society of Plastic Surgeons® where she developed print and electronic public and patient education campaigns specific to aesthetic and reconstructive plastic surgery. Czenko Kuechel Consulting, Ltd. was founded in 1995, when Marie applied her skills in the development of individual practices serving the needs of aesthetic patients and to the medical industry in the comprehensive development, management and distribution of medical communication programs.

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