

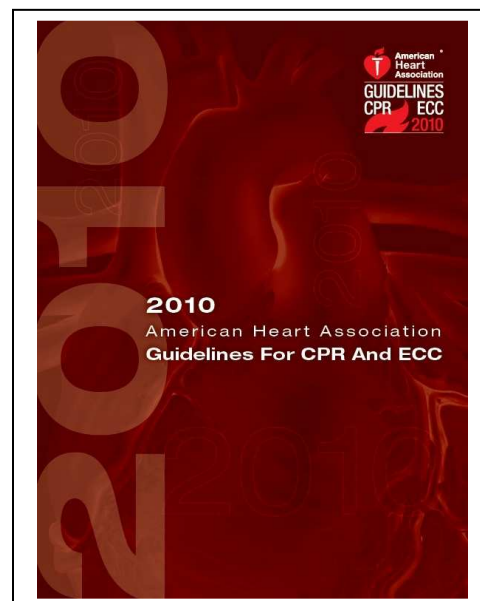


American Heart Association® | American Stroke Association®

Learn and Live®

ECC PRODUCT ANNOUNCEMENT

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|------------------------------|--|
| Product Type: | Core Product |
| Product Name: | <i>2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care (2010 AHA Guidelines for CPR & ECC)</i> |
| Course Name: | N/A |
| Product Number: | 90-1040 |
| ISBN: | 978-1-61669-043-4 |
| Replaces Product? | Yes. This product supersedes the <i>2005 AHA Guidelines for CPR & ECC</i> (Product #80-1009). |
| Product Retail Price: | \$20.00 |
| Product Market: | General |
| Ordering Information: | Order from ECC Distributors |
| Date Available: | November 3, 2010 |



Product Description:

This cornerstone product is the American Heart Association's reprint of the *2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care*, which will be published online October 18 in *Circulation*. Updated guidelines reflect new global resuscitation science and treatment recommendations derived from the 2010 International Consensus on Cardiopulmonary Resuscitation and Emergency Cardiovascular Care with Treatment Recommendations (CoSTR) conference.

Product Specifications:

This 8.5" x 11" book is (TBD) hard bound pages of black and white text with a four-color soft cover.

Intended Audience:

This product is intended for use by American Heart Association and other instructors and students; personnel in emergency, intensive care, or critical care departments; emergency medical care providers; and regulators and policy makers.