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NEWS RELEASE



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ANA's New Leadership Package Top Seller at the American Nurses Credentialing Center's Annual Magnet Conference

SILVER SPRING, MD -- Nursesbooks.org, the publishing program of ANA, launched its new *Leadership Package* at the American Nurses Credentialing Center's (ANCC) 2009 Magnet Conference, held October 1 – 3, in Louisville, KY. ANCC, a subsidiary of ANA, hosts a national conference for the Magnet Recognition Program®, the preeminent hospital recognition program for nursing excellence. ANA's new *Leadership Package* was well received at this annual gathering of more than 5,000 nursing professionals, including Chief Nursing Officers, Magnet Project Directors and Coordinators, Nurse Managers, Hospital Administrators, Staff Nurses, Educators, Healthcare Executives, Leaders, and Industry Partners.

Nursesbooks.org has packaged the newly revised *Nursing Administration: Scope & Standards of Practice, 3rd Edition* (published August 2009); *Guide to the Code of Ethics for Nurses: Interpretation and Application* (published 2008); and *Nursing: Scope & Standards of Practice* (published 2004) into the *Leadership Package*, a comprehensive resource to help nurses develop as leaders, visionaries, experts, and mentors. ANA's *Leadership Package* contains essential resources for building strong leadership skills and is designed for any RN having oversight over services or staff across all practice settings.

It has been five years since the last edition of *Nursing Administration: Scope & Standards of Practice* was released in 2004. Nurse executives, nurse managers and nurses seeking to advance into management and administration will find this book very useful for career

development since it is a key resource for nursing leadership professional development. It is also a key resource for the ANCC certification examination in Nursing Administration. Meeting these standards of care is a requirement to receive Magnet Recognition.

The new *Guide to the Code of Ethics for Nurses* contains the full text of ANA's foundational *Code of Ethics for Nurses with Interpretive Statement*. This book is intended for everyone who currently refers to and utilizes the ANA Code of Ethics as a guideline for putting the core values expressed in the Code into everyday practice. This book is also a powerful tool for teaching managers and employees how to apply the values in the Code of Ethics to professional practice.

Lastly, as the keystone of the ANA specialty standards, *Nursing: Scope & Standards of Practice* contains 15 national standards of practice and professional performance for general and advanced practice nursing. Regardless of level, setting or specialty, every nurse should practice by these standards.

****Nursesbooks.org is offering free shipping and 20% off list price for orders of 20 or more packages. Each book may be ordered separately at the regular price. Free shipping offer expires on 12/31/09.**

For more information or to order, go to www.nursesbooks.org or call the fulfillment center at 1-800-637-0323.

SPECIAL OFFER

Now through December 31, ANA is offering free shipping and 20% off the list price for orders of 20 or more packages. To take advantage of this offer, go to www.nursesbooks.org or call the fulfillment center at 1-800-637-0323.

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The American Nurses Association (ANA) is the only full-service professional organization representing the interests of the nation's 2.9 million registered nurses through its constituent member nurses associations, its organizational affiliates, and its workforce advocacy affiliate, the Center for American Nurses. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.

Nursesbooks.org, the publishing program of the American Nurses Association, publishes a variety of books and monographs. These works translate the latest in evidence-based and related healthcare activities into practice-centered resources for nurse leaders, managers, practitioners, educators, and students. To learn more, go to www.nursesbooks.org, a part of the ANA website, www.NursingWorld.org.

