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**Medical Tourism** John Connell 2011 Although it may seem a recent phenomenon, tourism has long been associated with improved health and spa tourism has its roots in antiquity. With the emergence of activities such as bushwalking and meditation, and with increasing numbers of people travelling abroad for medical or cosmetic procedures, medical tourism is now a growing niche in the tourism market. This book looks at the background and rise of health tourism, new emerging facets of the sector, and examines how health related travel fits into a tourism framework. It is suitable for undergraduate and postgraduate students.

Islam and Assisted Reproductive Technologies Marcia C. Inhorn 2012-07-20 How and to what extent have Islamic legal scholars and Middle Eastern lawmakers, as well as Middle Eastern Muslim physicians and patients, grappled with the complex bioethical, legal, and social issues that are raised in the process of attempting to conceive life in the face of infertility? This path-breaking volume explores the influence of Islamic attitudes on Assisted Reproductive Technologies (ARTs) and reveals the variations in both the Islamic jurisprudence and the cultural responses to ARTs.

*Global Developments in Healthcare and Medical Tourism* Paul, Sudip 2019-11-22 The outbreak of global health issues due to rapid urbanization, industrialization, and changing climatic conditions are severely impacting health and lifestyle. Yet, healthcare and medical services continue to increase in cost in developed nations. This can result in medical tourism, wherein patients travel across countries in order to benefit from medical treatment that might not be accessible in the traveler's nation of origin. Developing countries are prepared to capitalize on this growing industry by offering multi-specialty healthcare hospitals, cost-effective treatments, and the promotion of online medical consultancy. *Global Developments in Healthcare and Medical Tourism* provides innovative insights into issues impacting healthcare services, healthcare service providers, government policies, and initiatives for health reforms and explores low-cost medical tourism destinations and practices. The book additionally seeks to deliver high-quality, cost-efficient smart healthcare applications. The content within this publication examines global health, wellness tourism, and global business and is designed for students, researchers, academicians, policymakers, government officials, medical practitioners, and industry professionals.

*Medical Tourism: Indian and Global Perspectives* Manjeet Singh 2022-01-08 This book mainly focuses on History and profile of the medical tourists visited India. The profile includes sex,

age, occupation, type of treatment underwent, accompany details etc. The facilities and services offered by Indian hospitals like type of treatment offered, hospitals experience, accommodation detail, hospitality care, patient care, hospital accreditation, Medical human resource detail and activities of medical tourism department are provided. The average cost of various medical treatments in India has collected through a research and it was compared with the cost of treatment with Singapore, Malaysia, Thailand, UK, USA, Canada. The percentage savings made by taking treatment in India also highlighted. The health care crisis in United States of America, Branding Inbound International Medical Tourism and Institutional role in promoting medical tourism in India also included in this book. To understand the perception of the inbound international patients about the services and facilities provided in the hospitals, a research was conducted, and the outcome of the research is presented. Based on the findings of the research, suggestions are provided for better development of medical tourism in India. The details of book will be highly useful for the students pursuing hospital and medical tourism education, and tourism researchers in academic institutions, medical tourism planners and strategic managers in Hospitals dealing international patients.

Conceiving Migration and Communication in a Global Perspective Armando Aliu 2019-11-04 Migration and communication are issues of major concern in today's world. This volume examines diversified approaches to migration and communication, and explores policy dialogues, migration governance, transnationalism, cross-border circular migration and many other viewpoints of importance today. It sheds lights on recent debates in Europe associated with cross-national perspectives, socio-economic challenges, welfare rights and social cohesion, multi-scalar applications and policy-driven migration. The text synthesises various complex arguments and recent debates in migration and translation studies.

**Medical Tourism: Breakthroughs in Research and Practice** Management Association, Information Resources 2017-11-30 The era of globalization allows for more connectivity between nations and cultures. This increase in international association gives citizens the ability to take advantage of opportunities in other nations, such as medical assistance and accompanying services. *Medical Tourism: Breakthroughs in Research and Practice* is a comprehensive reference source for the latest scholarly material on trends, practices, and emerging phenomena of international travel by patients for medical treatment and examines the benefits and challenges of these services. Highlighting a range of pertinent topics such as hospitality management, reproductive medicine, and ethical considerations, this multi-volume book is ideally designed for the needs of healthcare providers, nonprofit organizations, students, and medical professionals seeking relevant research on the relationship between global travel and access to healthcare.

*Handbook of Research on Representing Health and Medicine in Modern Media* Sar?, Gül?ah 2021-04-02 Traditional and social media are used extensively in terms of public health today. Studies show that social media works much better than other follow-up systems, leading it to become a modern and somewhat new tool for disease coverage and information discovery. The current state of the representation of health and medicine in the media is an important factor to analyze in the field of health communication, especially amidst the onset of a global pandemic. The ways in which the media discusses health, the campaigns that are used, and the ethics around this role of media and journalism are defining factors in the spread of information regarding health. The *Handbook of Research on Representing Health and*

Medicine in Modern Media is a crucial reference that discusses health communication within two contexts: in terms of the media and journalists presenting critical health information and in terms of media literacy and information retrieval methods of media consumers through modern digital channels. The main purpose of these chapters is the development of critical thinking about health presentations and health communication issues in the media by presenting a discussion of the issues that will contribute to this vital view of health, medicine, and diseases in the media. The primary topics highlighted in this book are infectious diseases in the media, campaigning, media ethics, digital platforms such as television and social media in health communication, and the media's impact on individuals and society. This book is ideal for journalists, reporters, researchers, practitioners, public health officials, social media analysts, researchers, academicians, and students looking for information on how health and medicine are presented in the media, the channels used for information delivery, and the impact of the media on health and medicine.

**The Export of Tradeable Services in Mauritius** Percy S. Mistry 2009 Looks at the pattern of economic transformation for Mauritius, and makes specific recommendations for improvements in infrastructure, human resource capacity and the regulatory environment, based on four service sectors - financial services, information and communication technologies, health care services, and human resources services.

*Textbook of Assisted Reproductive Techniques, Fourth Edition (Two Volume Set)* David K. Gardner 2012-06-27 Textbook of Assisted Reproductive Techniques has become a classic comprehensive reference for the whole team at the IVF clinic. The fourth edition comes more conveniently as a set of two separate volumes, one for laboratory aspects and the other for clinical applications. The text has been extensively revised, with the addition of several important new contributions on laboratory aspects including developing techniques such as PICSI, IMSI, and time-lapse imaging. The second volume focuses on clinical applications and includes new chapters on lifestyle factors, tailored ovarian stimulation, frozen-thawed embryo transfer, viral disease, and religious perspectives. As before, methods, protocols, and techniques of choice are presented by eminent international experts. The two volume set includes: ■ Volume One - Laboratory Perspectives ■ Volume Two - Clinical Perspectives

Tourism Development Metin Kozak 2015-09-04 Tourism has attracted increasing interest from not only scholars with a background in the subject, but also those studying in a number of other fields, given the growing relevance of areas such as psychology, sociology, planning and marketing. As such, this book brings together twelve chapters addressing various aspects of tourism development, from sustainability and ecotourism to cases of developing alternative tourism products. The contributions are enriched through selected practical case studies from a wide range of countries, including the United Arab Emirates, Slovenia, Vietnam, Malaysia, Mexico, South Africa, France, Turkey, and Argentina. The book, systematic in structure and thorough in content, will be useful for people from academic and practical backgrounds seeking to update their current knowledge of tourism development.

**Handbook on Medical Tourism and Patient Mobility** Neil Lunt 2015-06-29 The growth of international travel for purposes of medical treatment has been accompanied by increased academic research and analysis. This Handbook explores the emergence of medical travel and patient mobility and the implications for patients and hea

*Legal, Ethical, Social Aspects of Public Health Care in Europe and Beyond* Brigitte E. S. Jansen 2010

**Medical Tourism** Kathy S. Stolley 2012 From exotic spa treatments to euthanasia, this book examines the background and social context of medical tourism—the practice of traveling for health care. This work also documents how this industry is reshaping the face of medicine worldwide for individuals, local communities, and national health care systems. \* A timeline of important historical and contemporary events in history of medical tourism \* An extensive bibliography to assist readers toward additional resources for further research

**Patients Beyond Borders Thailand Edition** Josef Woodman 2009-10-01 Patients Beyond Borders Thailand Edition is the first comprehensive, easy-to-understand guide to medical tourism in Thailand, written by the world's leading spokesperson for international health travel. Produced in collaboration with the Tourism Authority of Thailand and supported by hospitals and related government and private organizations, this guide is impartial, extensively researched, and filled with authoritative and accessible advice carefully culled from hundreds of resources in the U.S. and abroad. With 32 pages of color photos and an in-depth overview of Thailand's international hospitals, selected health travel agents, nearby recovery and guest accommodations, and area travel information, Patients Beyond Borders Thailand Edition is the definitive resource for medical travel to Thailand.

Multi-Sector Casebook in Health Administration, Leadership, and Management James A. Johnson 2012-12-13 MULTI-SECTOR CASEBOOK IN HEALTH ADMINISTRATION, LEADERSHIP, AND MANAGEMENT is a thought-provoking introduction to modern health management and leadership through a compelling collection of cases based on real-world scenarios. The selected cases cover a wide range of important issues faced by public, non-profit, and for-profit organizations, providing you with a broad, highly practical overview of situations, roles, and responsibilities you may encounter in your professional career. Key topics include quality improvement, leadership, strategic planning, budgeting, organizational behavior and change, human resources, systems thinking, decision making and analysis, working with the public, boards and governance, and legal and ethical issues. This diverse material is presented using a strong, consistent case structure to help readily assess the principles involved, apply critical thinking, and demonstrate and deepen their understanding through discussion or exercises. Perfect as a complement to classroom work or a tool for self-study, this excellent casebook is a must-have resource for current and future health management and public health professionals, Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Handbook of Tourism and Quality-of-Life Research* Muzaffer Uysal 2012-01-07 Quality of life (QOL) research in tourism has gained much momentum over the last two decades. Academics working in this area research issues related to tourists and host communities. Practitioners are becoming increasingly interested in understanding the science that allows them to develop better marketing and managerial programs designed to enhance the quality of life of tourists. Tourism bureaus and government agencies are increasingly interested in issues of sustainable tourism, specifically in understanding and measuring the impact of tourism on the quality of life of the residents of the host communities. This handbook covers all relevant topics and is divided into two parts: research relating to travelers/tourists, and research relating to the residents of host communities. It is the only state-of-the-art reference book in

its field and will prove invaluable to academics interested in QOL research, as well as tourism practitioners interested in applying the science of QOL in the tourism industry.

**Alternative Tourism in Turkey** Istvan Egresi 2016-12-08 This book takes inventory of and evaluates the available resources for the development of alternative tourism in Turkey. It examines the role of alternative tourism in future tourism development plans and proposes public policies necessary to assure sustainability. Although tourism started later in Turkey than in the Western Mediterranean countries it has grown very rapidly during the last three decades and today the country ranks among the top ten countries in the world in terms of both arrivals and receipts. However, most of the tourism development has been in the mass tourism sector or the so-called sun-sea-sand tourism. While crucial for the economic development of Turkey, mass tourism, in the absence of proper planning, has happened in a haphazard manner leading to numerous environmental and socio-cultural problems. This book argues that, in order to mitigate these problems, Turkey should encourage the development of alternative forms of tourism.

**Patients Beyond Borders Dubai Healthcare City Edition** Josef Woodman 2011-10-11  
Patients Beyond Borders Dubai Edition

**Strategic Place Branding Methodologies and Theory for Tourist Attraction** Bayraktar, Ahmet 2016-08-15 Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

*Patients Beyond Borders Turkey Edition* Josef Woodman 2010-07-01 Turkey's superior healthcare infrastructure and relatively short flying times from Europe, the Middle East, and North America attract an estimated 200,000 medical tourists each year. Patients Beyond Borders Turkey Edition helps international patients plan a successful medical trip to the country. Written by the world's leading spokesperson on international health travel, it covers everything medical travelers need to know, from working with travel agents to an overview of Turkey's leading American-accredited hospitals to advice on budgeting for and planning a medical journey. Detailed descriptions and contact information of fully accredited Turkish hospitals that cater to the international patient, along with specialties and Centers of Excellence, enable travelers to make educated decisions about their care. Also included is visitor and sightseeing information on Turkey and the region, with maps, illustrations, and 24 pages of color inserts showcasing Turkey's world-class facilities and attractions.

*The Report: Turkey 2012* 2012

*New Techniques for Brand Management in the Healthcare Sector* Borges, Ana Pinto 2021-01-29 Irrespective of the legal sphere and type of care (primary, secondary, and continuing), providers must ensure that users receive quality healthcare through the efficient

use of resources, responsiveness, affordability, and the equal treatment of patients. Management and marketing have been playing an important role in this sector with the importance of branding growing in the healthcare market. The chance for brand in healthcare is determined by the challenges to increase and improve consumer choice. That's something to which providers and health systems, in general, have not been familiarized. *New Techniques for Brand Management in the Healthcare Sector* is a critical research publication that explores the diffusion of new marketing knowledge, tendencies, and qualitative and quantitative methods for brand management in the private, public, and social health sectors and examines the movement from healthcare as a priceless commodity to one that can be, and is, commodified. Highlighting topics such as e-health, medical tourism, and brand management, this publication is essential for hospital directors, marketers, advertisers, promotion coordinators, brand managers, product specialists, academicians, healthcare professionals, brand strategists, policymakers, researchers, and students.

*Reproductive Technologies as Global Form* Stefan Beck 2012-07 In the thirty-five years since the first +test-tube baby,[&½] in-vitro fertilization and other methods of reproductive assistance have become a common aspect of family life and medicine in affluent nations and, increasingly, throughout the world. How do persons seeking treatment, donors, and medical experts make use of these reproductive technologies? How in crossing borders between nations do they manage to evade legal and bioethical regulations? And how do they make sense of these new modes of making kinship against the backdrop of diverse world-views and social settings? --

**OECD Reviews of Health Care Quality: Turkey 2014 Raising Standards** OECD 2014-11-25 This review of Turkey's health care system looks in particular at the success of its 2003 "Health Transformation Programme" and makes recommendations for improvements.

*The Hizmet Movement and Peacebuilding* Mohammed Abu-Nimer 2018-08-31 In this collection of essays, authors from a variety of disciplines critically examine the peacebuilding implications and societal impact of the Hizmet Movement. Increased scholarly attention is being paid to the role of religion in peacebuilding theory and practice, and in particular how that is expressed in Islam and Islamic contexts.

**Textbook of Assisted Reproductive Techniques Fourth Edition** David K. Gardner 2012-06-27 Textbook of Assisted Reproductive Techniques has become a classic comprehensive reference for the whole team at the IVF clinic. The fourth edition comes more conveniently as a set of two separate volumes, one for laboratory aspects and the other for clinical applications. The text has been extensively revised, with the addition of several important new contributions on laboratory aspects including developing techniques such as PICSI, IMSI, and time-lapse imaging. The second volume focuses on clinical applications and includes new chapters on lifestyle factors, tailored ovarian stimulation, frozen-thawed embryo transfer, viral disease, and religious perspectives. As before, methods, protocols, and techniques of choice are presented by eminent international experts. The two volume set includes: ■ Volume One - Laboratory Perspectives ■ Volume Two - Clinical Perspectives

**The Report: Turkey 2013**

**Patients Beyond Borders** Josef Woodman 2015-02-16 More than ten million patients now travel abroad every year for affordable, high-quality healthcare. From Thailand's American-accredited Bumrungrad International Hospital to Eric Clapton's Crossroads Center in Antigua to Johns Hopkins International Medical Center in Singapore, health travelers now have access to a full array of the world's safest, best choices in healthcare facilities and physicians. Now in its Third Edition, *Patients Beyond Borders* remains the best-read, most comprehensive, easy-to-understand guide to medical tourism, written by the world's leading spokesperson on international health travel. *Patients Beyond Borders* Third Edition lists the 25 top medical travel destinations, where patients can choose from hundreds of hospitals and save 30-80% on medical procedures, ranging from a comprehensive health check-up to heart work, orthopedics, dental and cosmetic surgery, in vitro fertilization and more.

*Private Equity* Paul Gompers 2019-03-15 "Private Equity" is an advanced corporate finance book that integrates a range of topics from a private equity investor's perspective. The book presents a set of cases used in the Private Equity Finance class, an advanced elective course offered in the Harvard Business School MBA elective curriculum. The structure of the book follows the timeline of a typical investment. Starting with deal sourcing, due diligence and valuation, followed by execution of the transaction, including issues related to capital structure and governance, the book transitions to examining operational changes and management of the capital structure, closing with a set of cases related to exit. Intended for readers interested in working for private equity firms, investing in private equity as limited partners or providing investment banking or consulting services to private equity firms, "Private Equity" is also appropriate for readers who are interested in a more detailed exploration of corporate finance.

*Innovations in Services Marketing and Management: Strategies for Emerging Economies* Goyal, Anita 2013-10-31 Modern corporations face a variety of challenges and opportunities in the field of sustainable development. Properly managing assets and maintaining effective relationships with customers are crucial considerations in successful businesses. *Innovations in Services Marketing and Management: Strategies for Emerging Economies* presents insights into marketing strategies and tactical perspectives in both large and small enterprises. The chapters in this book explore case studies, contemporary research, and theoretical frameworks in effective business management, providing students, academicians, researchers, and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services.

### **HEALTHCARE MANAGEMENT: OPTIMIZATION OF RESOURCES AND DETERMINING SUCCESS AND PERFORMANCE FACTORS**

Dr. Imran Aslan 2016-08-17 One of the aims of this study is to find weaknesses and strengths of healthcare industry by defining problems, finding solutions and suggesting some models through existing studies and analyzing current healthcare system in Turkey and other developed countries. These critical parts are tried to be modeled in case studies in each chapter such as dialysis analysis, breast cancer, congestion of system, stress, queues etc. Main problems depending on hospital type are defined and some solutions are tried to be developed. Later, the existing systems of the hospitals are generalized. Opportunities and threats of specific and general situations are determined in healthcare by SWOT analysis. Moreover, SWOT method and bench-marking are used to deploy strategies by TOWS matrix. This book can be used in every country to improve their current healthcare system and increase learning and awareness in health.

*Higher Education in the Arab World* Adnan Badran 2020-06-10 This book is the first major account of innovation and entrepreneurship in the Arab higher-education sector. It provides an update of the current situation and advances reasons for the under-performance of Arab universities in international ranking tables and the weaknesses of Arab economies. Specific proposals are made for upgrading curricula and assessment procedures as well as providing an environment that fosters innovation and entrepreneurial behaviour. The roles of university-based technology and business parks are examined, with examples of successful business partnerships in the Arab region, Europe, and North America. Opportunities for innovation and entrepreneurship have never been greater with the wealth of rapidly developing transformative technologies that are driving the international knowledge economy. This book puts forward proposals for the management and exploitation of intellectual property, and for establishing businesses.

*Growth of the Medical Tourism Industry and Its Impact on Society: Emerging Research and Opportunities* Singh, Manjeet 2020-12-18 Healthcare and medical services have seen rapid development in various areas of the world, including Asia and Eastern Europe. These territories are now becoming a medical hub for many surrounding countries. Medical tourism is the practice of traveling to international regions for treatment that isn't available locally. This subject has gained significant attention throughout the tourism industry, as researchers and professionals are searching for specific advancements of medical care and hospital development in numerous countries. *Growth of the Medical Tourism Industry and Its Impact on Society: Emerging Research and Opportunities* is a collection of innovative research on the methods and advancement of medical travel for treatment in various global regions and provides insights for the growth prospects of the medical tourism business. While highlighting topics including destination branding, community impact, and hospital management, this book is ideally designed for medical executives, hospital directors, researchers, policymakers, academicians, practitioners, scholars, and students seeking current research on tourism practices within the medical field.

*Informatics, Management and Technology in Healthcare* J. Mantas 2013-06-25 Biomedical informatics is becoming increasingly important as healthcare organizations worldwide implement biomedical informatics applications as part of their continued effort to improve the effectiveness of patient care and the efficiency of service delivery. This book presents the full papers delivered at the 2013 International Conference on Informatics, Management and Technology in Healthcare (ICIMTH 2013), held in Athens, Greece, in July 2013. The scope of biomedical informatics is very broad, including a number of technologies such as imaging, sensors, biomedical equipment and even organ transplant technology. The 90 papers included here examine research and applications outcomes - from cell to population - in these diverse fields, and because management and organizational issues play an important role in the implementation phase of biomedical informatics applications, these topics are also covered as an integral part of the theme. The book will be of interest to all those whose work involves the development and use of biomedical informatics applications.

*Medical Travel Brand Management* Frederick J. DeMicco 2022-10-27 This new volume, which complements the editors' earlier volume *Medical Travel Brand Management: Success Strategies for Hospitality Bridging Healthcare (H2H)*, explores the multitude of medical travel services and discusses the integration of traveling medical guests with destination providers, hospitality/healthcare professionals, and travel service providers. The editors also

address the impact the COVID-19 pandemic has made on the travel industry, which has motivated them to bring together major players, renowned authors, practitioners, and researchers to create this book to help prepare the medical tourism market to not only recover from the devastating effects of the pandemic but also to provide tools and cases that will help to structure successful destinations for medical travel. From chapters on branding to assessing accreditation and post-care quality metrics, Drs. DeMicco, Poorani, and their fellow contributors take the reader through the critical phases of the medical travel journey: pre-visit, travel, on-site care, discharge and follow-up care. The authors address critical issues facing medical, health, and wellness travel from both macro and micro perspectives. Presentations of best practices and strategies demonstrate how some destinations have built, renewed, or engaged various stakeholders to construct or enhance their medical tourism destination. *Medical Travel: Hospitality Bridging Healthcare (H2H) ©* also showcases best practices and innovative ways of designing and operating a profitable and entrepreneurial practice. Quality issues, aesthetics, and legal issues related to inbound and outbound medical tourism are also presented. The book explores the evolving nature of hospital design and the complex relationship between people and medicine as manifested in the relationship of hospital aesthetics to patient satisfaction. Importantly, the book also includes a chapter addressing medical health travel during the pandemic which describes how the pandemic has revolutionized telehealth and the medical travel industry, which can leverage the advances made in digital health and telemedicine. This volume will be an important resource for the four main players at the center of medical travel: medical travelers themselves, government agencies, intermediaries, and health and wellness providers. The selected best practices, research, cases, innovative strategies, SWOT analysis, and toolkits address the aims of all stakeholders.

*Legal and Economic Considerations Surrounding Reproductive Tourism: Emerging Research and Opportunities* Paraskou, Anastasia 2017-11-30 Overall, medical tourism has become a robust industry, due to fluctuating health costs in many developed countries. One of the most popular services experiencing a rise as a result of this tourism is assisted reproduction. *Legal and Economic Considerations Surrounding Reproductive Tourism: Emerging Research and Opportunities* is a pivotal resource that examines the rise in foreign procreative healthcare. Highlighting relevant topics such as assisted reproductive technologies, healthcare management, medical ethical issues, and safety precautions, this is an ideal reference source for all medical professionals, practitioners, academicians, students, and researchers interested in discovering the benefits and concerns that the reproductive tourism sector is currently facing.

**Joint Commission International Accreditation Standards for Home Care** Joint Commission International 2012 This manual includes JCI's updated requirements for home care organizations effective 1 July 2012. All of the standards and accreditation policies and procedures are included, giving home care organizations around the world the information they need to pursue or maintain JCI accreditation and maximize patient-safe care. The manual contains Joint Commission International's (JCI's) standards, intent statements, and measurable elements for home care organizations, including patient-centered and organizational requirements.

*Sociology of Medical Tourism* C. Gobalakrishnan 2019-06-10 Tourism is a global phenomenon. Because it is an important, even vital, source of income for many countries in

the world. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations and its indirect effects on the development of allied industries like transport, hotel etc.”.Medical Tourism is one form of tourism and which means a journey that patients take from one country to another country to get cost effective and efficient medical treatment, followed by a great vacation at some of the most beautiful locations. India is one of the major players in this industry. Currently, it hosts about 1.27 million medical tourists from industrialized countries like UK, USA and Canada and from its neighboring countries such as Bangladesh, Sri Lanka, and China. Its foreign exchange earnings from medical tourism are estimated to be around US \$ 1.8 billion. The estimated number of medical tourists in India in 2015 would be between 1.21 million and 2.78 million. The estimated revenue would lie between US \$ 1719 million to US \$ 3964 million in 2015. Medical tourism industry in India has potential to contribute around 25 percent to the country’s Gross Domestic Product in the next five years, if fully tapped. The present book titled Sociology of Medical Tourism highlights various dimensions, identifies different issues and suggests further development of this multimillion dollar industry in India in an in-depth manner. Medical Tourism is one of the most important trust areas which emerge in the past century and because of its multiple level of use it also become subject matter of research in various subjects including Sociology. It is hoped that this book, with its wide-ranging and in-depth content, critical insights and detailed analysis of the concept, prove to be immensely resourceful to the readers. I also assure that this book should be proven an informative referral for those who are working and doing research in the field of medical tourism.

**Computational Intelligence in Decision and Control** Da Ruan 2008 FLINS, originally an acronym for Fuzzy Logic and Intelligent Technologies in Nuclear Science, is now extended to Computational Intelligence for applied research. The contributions to the eighth edition in the series of FLINS conferences cover state-of-the-art research, development, and technology for computational intelligence systems in general, and for intelligent decision and control in particular.

**The Report: Turkey 2009** Oxford Business Group 2009