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**SAGE REFERENCE'S IN-DEPTH, BROAD-RANGED, NEW
ENCYCLOPEDIA OF CANCER AND SOCIETY
LOOKS FAR BEYOND JUST THE MEDICAL CONDITIONS TO ITS GLOBAL IMPACT**

Los Angeles, London, New Delhi, and Singapore (September 18, 2007) – The world's cancer burden has long been rising, with a huge range of negative, obvious consequences. But today there is overwhelming evidence that positive, population-wide changes can significantly reduce the prevalence of this often deadly disease.

SAGE Reference's ground-breaking, new, three-volume ***Encyclopedia of Cancer and Society*** is the only resource to clearly define the full range of issues surrounding this resilient disease, and its pervasive effects on the global population. Broadly encompassing both the individual and societal aspects of cancer – and drawing on the latest research from the National Cancer Institute, as well as studies on alternative diet and nutrition treatments – its 750+ expert-written entries:

- Illustrate how behavior change can help prevent cancer
- Describe all cancers and treatments, as well as possible causes
- Profile major cancer researchers, doctors, and all cancer associations
- Explore the cancer status in major countries around the world
- Examine the relationships between race and ethnicity and cancer risk

The business of cancer and controversies in cancer treatment and research are also examined. A valuable chronology of cancer from 3000 BC to now also helps general, non-technical readers easily navigate this important topic's terminology and concepts.

An outstanding reference for academic and public libraries – as well as medical and nursing schools, biotechnology companies, and research institutions – SAGE's ***Encyclopedia of Cancer and Society*** helps students, practitioners, and researchers understand the problem and minimize the burden as we move forward.

Editor **Graham A. Colditz**, M.D., Ph.D., is Niess-Gain Professor in the School of Medicine, and Associate Director of Prevention and Control, at the Alvin J. Siteman Cancer Center, Washington University School of Medicine.

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