

BOOKS FOR CLIENTS

101 Essential Tips—Puppy or New Dog: Health & Safety

Jason Nicholas, BVetMed

90 pages. 2016. Preventive Vet Enterprises, LLC.

ISBN 978-0-9883781-2-4. Price \$9.95.

101 Essential Tips—Kitten or New Cat: Health & Safety

Jason Nicholas, BVetMed

106 pages. 2017. Preventive Vet Enterprises, LLC.

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101 Essential Tips—Puppy or New Dog: Health & Safety is a petite package of extremely useful information for all pet owners, novice or experienced. At first glance, it might appear that this book, with its delightful and playful illustrations by Chuck Gonzales, is intended for children. But, it turns out that the contents within are legitimately important for all pet owners, including children. The text is easy to read and presented in nuggets, generally about 1 paragraph in length, each of which is titled and indexed in a clean layout. Although the information is not lengthy or intense, I found the style inspired me to keep turning pages until the very end without feeling like I was in a lecture. I have to confess, I really did pick up some new talking points for my clients (I did some fact checking and found the advice in this book to be accurate and relevant). One minor distraction I noted was that a few pages were cluttered with coupons and ads encouraging readers to seek further information at the author's website.

As a veterinarian who works in a busy emergency practice, I simply do not have time to extensively discuss with clients the topics presented in this book. One solution to that problem is to send a resource like this book home with owners. I appreciate that the author encourages owners to seek veterinary care when troubled. The bottom line is that, in my opinion, for < \$10, all veterinary practices should consider stocking this book for gifting to clients. Not only is it captivating and proactive, the information it contains can prompt important discussions with clients.

101 Essential Tips—Kitten or New Cat: Health & Safety is the next in the series and follows the same format as *101 Essential Tips—Puppy or New Dog: Health & Safety*. The author has again created a captivating resource with savvy and relevant information, this time for cat owners. The short quick-to-read tidbits of preventive care advice for kittens and cats are addictive for readers, and the illustrations, once again by Chuck Gonzales, draw readers in with their alluring theme and could stand alone in terms of their relevance. At first glance, one might assume the book is for children, but it is actually intended for all cat owners, new or old. I find I have memorized some of the sound-bite talking points presented in the book and frequently use them in my discussions with clients. Moreover, my clients are beyond delighted when I send this book home with them. Although this book is not intended to be a dissertation on any 1 subject, it is a jumping-off point for further research or discussion with a veterinarian. Similar to the puppy and dog book of this series, some of the pages are busy or cluttered with promotions and coupons, but that does not detract from the overall usefulness of the content. At the end of hectic days in the emergency room, I am comforted that I am able to send this important comprehensive and lasting resource on kitten and cat health and safety home with my clients, which provides them with a breadth of information that would be impossible to cover face-to-face in 1 visit.

Even after decades in practice, I was enlightened by many of the facts presented in both of these books. The books are modestly priced, and the information presented is germane to every dog and cat owner regardless of experience.

Reviewed by Cheryl Scott, RN, NP, DVM, MPVM
University of California-Davis
Davis, Calif

