

For Immediate Release

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Pearson Education Releases *Understanding Terrorism and Managing the Consequences*

A Concerned American Public Buying Textbook Written for Emergency Professionals

Upper Saddle River, NJ October 24, 2001. Prentice Hall, a business of Pearson plc (NYSE: PSO), announces the publication of *Understanding Terrorism and Managing the Consequences*, a 592-page instructional guide for the emergency response community. Off press just prior to the events of September 11th, the textbook is now available in consumer bookstores and online to meet the demand of a concerned American public.

While the book was originally intended for emergency response professionals like police, fire, and emergency medical service workers, it now appeals to a much wider audience due to the recent terrorist attacks on American soil. "We are seeing greatly increased interest in this textbook from people just wanting more information about terrorism for their own peace of mind," says Ramona Sherman, Executive Business Development Manager for Prentice Hall's Brady Books. "The public is feeling great uncertainty these days and is hungry for expert advice that's comprehensive and yet clear and logical. This book will go far to educate citizens and emergency workers alike."

Understanding Terrorism and Managing the Consequences explores "weapons of mass effect," such as anthrax, smallpox, Ebola, plague, and other bacteriologic warfare agents, as well as chemical and radiological weapons. Practical recommendations and tactical responses are described, including signs, symptoms, treatments and prevention. The book also examines cyber-terrorism, crime scene operations, and includes updated guidelines from the "best practices" of emergency response organizations from around the world. Appendices include a "Basic Review of Personal Protection Equipment," "Survival Strategies," and "Terrorism Internet Addresses," as well as a comprehensive explanation of the U.S. government's operations plan (CONPLAN) for an interagency response to terrorism. The text is co-authored by Paul M. Maniscalco and Hank T. Christen.

Both authors have extensive experience in on-site emergency response, including the recent attacks, the 1993 World Trade Center, Atlanta Olympics, and Oklahoma City bombings. Paul M. Maniscalco, MPA, EMT/P is Deputy Chief Paramedic and an appointee to the Congressionally mandated National Panel to Assess Domestic Preparedness (Gilmore National Terrorism Commission).

Hank T. Christen, MPA, EMT, is director of emergency response operations for Unconventional Concepts Inc. and has served as battalion chief for the Atlanta Fire Department. Both authors were called in to consult on the aftermath of the September 11, 2001 terrorist attacks in New York, Virginia and Pennsylvania.

"In many ways this book is about the unthinkable," write the authors. "Through awareness and sustainable training, we can be effective at protecting ourselves and reducing the death and injury from the tactical violence that we call terrorism." *Understanding Terrorism and Managing the Consequences* is available now (ISBN 0-13-021229-6) online at www.understandingterrorism.com, at www.amazon.com, or in stores. Also available from Pearson Education's Prentice Hall: *Terrorism Today: The Past, The Players, The Future* by Clifford E. Simonsen and Jeremy R. Spindlove (2001, ISBN 0-02-301731-7). For more information, visit www.terrorismtoday911.com.

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