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Veterinaries have access to a great variety of texts, journals, and continuing education opportunities to keep them on top of the tremendous technological advances in clinical care and preventive medicine. Outside of the technical realm, however, there are many global trends, which exert profound effects on how the veterinary profession serves society and how veterinary professionals define their role in a rapidly changing world. This new and unrivaled book delves into these influences in impressive detail, identifying new challenges and opportunities for the veterinary profession in a global context.

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