New American Cancer Society Breast Cancer Book Offers Hope to Newly Diagnosed



The American Cancer Society today announced the publication of *Cáncer de Seno Claro y Sencillo*, an engaging question-and-answer book written to help newly diagnosed patients quickly digest the crucial information needed to navigate diagnosis and treatment.

Cáncer de Seno Claro y Sencillo was written to help women with breast cancer and their caregivers know what to expect, what to do, and how to get through what can be an overwhelming, life-changing experience. Professional illustrations throughout the book can help patients understand how breast cancer starts in the body, facts about breast anatomy, the lymph system, and the pros and cons of breast reconstruction.

“A diagnosis of breast cancer can be a profoundly anxious experience. This book supports patients by providing comprehensive, easy-to-understand information to help them navigate through their diagnosis and treatment options, especially during those first days and months,” said Dr. Carmen E. Guerra, national board of directors member, American Cancer Society.

Written by medical experts from the American Cancer Society, with guidance from breast cancer survivors, this evidence-based book can be a useful resource for any breast cancer patient.

“This book is an important and innovative tool to support patients with a breast cancer diagnosis and can help them make the choices that are right for them,” said Dr. J. Leonard Lichtenfeld, deputy chief medical officer, American Cancer Society.

Breast cancer remains the most frequently diagnosed cancer in women. This year, invasive breast cancer will be diagnosed in about 252,710 women. An additional 63,410 new cases of in situ breast cancer will be diagnosed.

Cáncer de Seno Claro y Sencillo is available in both print and eBook formats, and available in an English version.

Cáncer de Seno Claro y Sencillo By: The American Cancer Society

Published: November 1, 2017

ISBN-13: 9781604432527

Pages: 212

Price: $14.95 USD and $19.95 CAN (hardcopy)

To order this book, go to cancer.org/bookstore.

For bulk order requests, email us at trade.sales@cancer.org.

For help with your order, call the Independent Publishers Group (IPG) at 800-888-4741.

The English version, *Breast Cancer Clear & Simple, Second Edition: All Your Questions Answered*, published last August, won multiple industry awards, including Gold Medal, Independent Publisher Book Awards; Silver Medal, Benjamin Franklin Awards; Winner, USA Best Book Awards; Honorable Mention, Foreword Indies Book of the Year; and Finalist, EXCEL Awards.

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NOTE TO EDITORS:

Pre-recorded sound bites in Spanish and English with Dr. Carmen E. Guerra, national board of directors member,

American Cancer Society are available for download on Dropbox:

H.264:

https://www.dropbox.com/s/ftstsw3snkjv16w/2017082%20Guerra%20H264.mov?dl=0

ProRes 422:

https://www.dropbox.com/s/x5gfu2isc51nxxg/2017082%20Guerra%20PR422.mov?dl=0