



Palacký University
Olomouc

Palacký
University
Press
2020 — 2021 — Selection



Palacký University Press

Palacký University Press is one of the leading publishing houses in the Czech Republic, specialising for more than a quarter century in academic publications, i.e. publication and sales of professional academic and popular-educational literature. Each year, it introduces up to 300 new titles and in recent years it has extended its cooperation with diverse institutions such as museums, galleries, towns and cities, etc. In addition to publishing “traditional” academic literature, it also takes part in audacious releases, demanding in terms of both content and form, including unique book projects reaching readers in all aspects of society, even internationally. Thanks to its publishing activities, it helps to further disseminate the results of academic research, popularising science, and fulfilling the “third role” of the university – public outreach.

Palacký University Press's output includes these three main categories:

- academic publications (intended for the professional public),
- textbooks (for university students, incl. secondary school students preparing for university entrance exams), and
- prestigious publications (narratively and pictorially rich, from popular to expert publications).

Contact

Aleš Prstek | director
ales.prstek@upol.cz

Tomáš Franta | head of marketing and distribution
tomas.franta@upol.cz

cze Hand Therapy



“ A unique book full of experience of physicians with therapy among patients with impairments of the function of the hand.

Vyskotová, Jana – Krejčí, Ivana – Macháčková, Kateřina and coll.

A unique book in which in which physicians and hand therapists in the Czech Republic present their experience with therapy among patients with impairments of the function of the hand in the areas of neurology, traumatology, rheumatology and plastic surgery. Fifteen authors from the ranks of experienced physicians and hand therapists contributed to the writing of the book. It is designated for all hand therapists (ergotherapists, physiotherapists) and physicians

First edition | 2021 | 424 pages
ISBN 978-80-244-5767-3
Sales price CZK 699 (EUR 27)

involved with treating hands in their professions (traumatologists, plastic surgeons, orthopaedic surgeons, rheumatologists, neurologists, rehabilitation physicians, as well as other interested persons), whose mutual cooperation is an essential condition for successful treatment of these patients.

Jiří Louda: Coats of Arms of the Knights of the Order of the Garter

eng/cze



// Seven hundred year history of one of the most renowned orders in Europe with a foreword by Prince Charles.

Müller, Karel – Šimůnek, Michal – Podolský, Karel

More than one thousand remarkable drawings of coats of arms and recognition in the form of a foreword by Prince Charles. This sums up in brief this magnificent book published on the occasion of the posthumous one hundredth birthday of the renowned Czech heraldist Jiří Louda. The book maps out the almost seven hundred year history of the knights of the Order of the Garter, one of the most renowned orders in Europe, at whose head stands at present Queen Elizabeth and whose members have included personages such as Prince Charles, Bernard Montgomery, Winston Churchill, Margaret Thatcher, Edmund Hillary and Prince William.

This bilingual English-Czech publication in an ambitious design summarises the life work of Jiří Louda, the world famous heraldist, who was among other things, the author of the graphic design of the great state coat of arms of the Czech Republic and who served in the British Royal Air Force during World War Two. The first two numbered prints of the book were given to Elizabeth II the British Queen and the head of the order and her successor on the throne and the entire order, Prince Charles.

[More at louda.upol.cz](http://louda.upol.cz).

First edition | 2020 | 688 pages
ISBN 978-80-244-5621-8
Sales price CZK 3000 (EUR 117)

eng/cze Creative Olomouc – DESIGN (vol. 1 + 2)



“ Careful selection of talented creatives with an international impact and potential, who are involved in various cultural and creative areas.

Bilík, Petr – Jendřejková, Michaela (eds.)

The edition of DESIGN catalogues with the sub-title Creative Olomouc provides a careful selection of talented creatives and elite figures in creative branches in the Olomouc region. A team at Palacký University in Olomouc has been mapping out and exploring, over the long-term, the local creative field, the extensiveness and variety of which has a direct influence on the unique atmosphere of the public space in the city of Olomouc, and where the Baroque history inscribed on the UNESCO list is intertwined with the modern vibe

of the progressive student element. The first two volumes of the catalogue present talented creatives with an international impact and potential, who are involved in various cultural and creative areas, such as architecture, design, film and video, books and print, clothing, advertising, crafts, the visual arts, jewellery, sculpture art, tattooing, software and much else. The aim of the catalogue is to propagate these talented creatives and help them achieve greater recognition and increased (not only) international attention and clientele.

Czech it UP!

cze



“ Series of Czech textbooks for foreigners inspired by the modern design of Oxford textbooks.

A1 – Švarcová, Tereza – Wenzel, Jakub
B2, C1 – Hradilová, Darina and coll.

The authors of the series of Czech textbooks for foreigners Czech it UP! has been inspired by the modern design of Oxford textbooks and provide a “magazine” format, in which everything essential for each language theme takes place on two opposite pages. The thematic material of the textbooks is adjusted to current social-cultural question and the present day. Workbooks are also an essential part of the textbooks and working with them, alongside authorial teaching videos and audio recordings, which are accessible on the interactive web

pages of the project www.czech-itup.eu.

The entire series consists of five textbooks in all for the language levels A1, A2, B1, B2 and C1. Three volumes have been published so far – two for more advanced students (B2 a C1) and one for complete beginners. The remaining two volumes (A2 and B1) will be published at the turn of the year 2022. Students from more than ten countries, including Austria, Germany, Spain, Finland and Taiwan, have studied with the Czech it UP textbooks up until now.

More at: www.czechitup.eu

Camouflage



// Chapters from the history
of design of fascinating world
of military visual camouflage.

Chorý, Tomáš

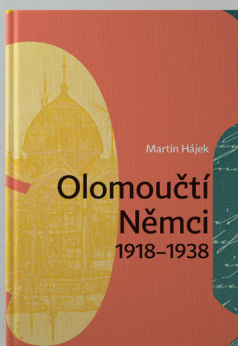
The publication provides a picture of the fascinating world of military visual camouflage. It is divided into two basic parts which are focused on the design of masking schemes from the perspective of the area of their use – on land and at sea. The particular chapters, with full pictorial material, chronologically present the development of shapes and colours of camouflage systems designated for the material of uniforms, coatings of vehicles, techniques and ships over the periods 1914–1918, 1919–1938, 1939–1945 and after the year 1945. Attention is

also drawn to certain camouflage schools and special units. There is also a reference to possible further developments of visual masking systems based on new technologies, which include multispectral or adaptive camouflage.

First edition | 2020 | 168 pages
ISBN 978-80-244-5625-6
Sales price CZK 369 (EUR 14,5)

Olomouc Germans 1918–1938

cze



Hájek, Martin

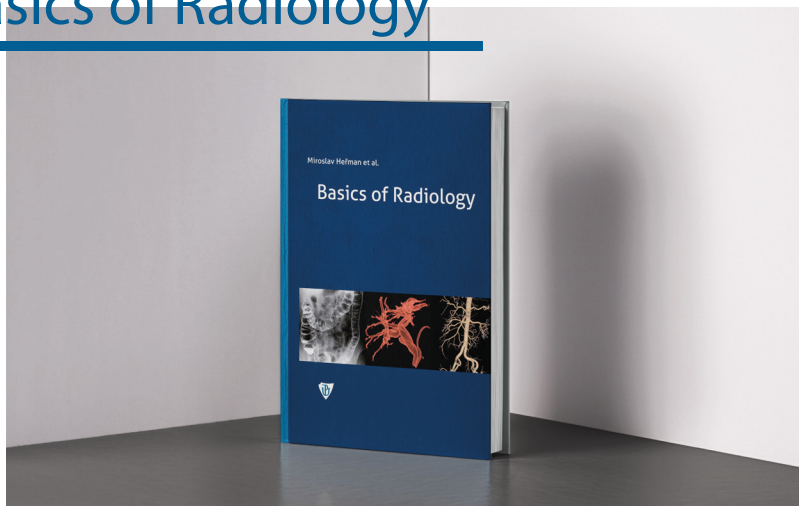
// History of the German minority in Olomouc at the time of the First Czechoslovak Republic

What did the German minority look like and how did they live in Olomouc at the time of the First Czechoslovak Republic? The publication *Olomouc Germans 1918–1938*, which amongst other things focuses on the demographic dimensions in the city with special attention on national relations, focuses on these questions. The main part of the book is dedicated to Germans and Czech-German relations in local

politics including its chronological development and brief biographies of the particular figures in German politics. The life of associations is presented by means of several German associations, German language periodical press or a description of conflicts in education, the development of German schooling, school reports, the system of German schools in the city and also the activities of the German public library.

First edition | 2020 | 206 pages
ISBN 978-80-244-5726-0
Sales price CZK 350 (EUR 13,5)

eng Basics of Radiology



“ Basic textbook of radiology for medical students and beginning radiologists to review their basic knowledge.

Heřman, Miroslav and coll.

This publication was created as a basic textbook of radiology for medical students. The intention of the authors was to provide information about radiology which the student will become acquainted with over the course of their studies, returning to the book on a regular basis. The publication can also be recommended to beginning radiologists to review their basic knowledge.

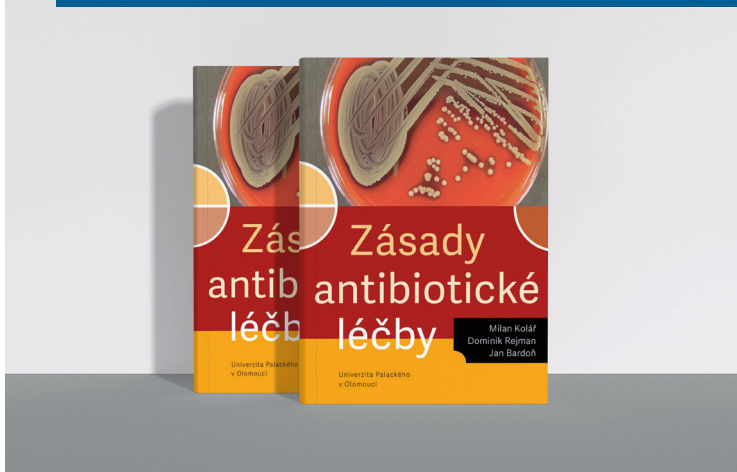
Radiology is a clinical medical discipline based on imaging. Imaging methods are used in diagnostics, as well as for guiding therapeutic

procedures. The objective of this radiology textbook is primarily to teach students to correctly read individual imaging examinations and understand their common indications and contraindications, as well as learn to assess and report on the common types of examinations needed in clinical disciplines. The path to these goals leads through an understanding of the basic principles of imaging methods.

First edition | 2021 | 320 pages
ISBN 978-80-244-5697-3
Sales price CZK 550 (EUR 21,5)

Principles of Antibiotics Treatment

cze



Kolář, Milan – Rejman, Dominik – Bardoň, Jan

First edition | 2020 | 232 pages

ISBN 978-80-244-5740-6

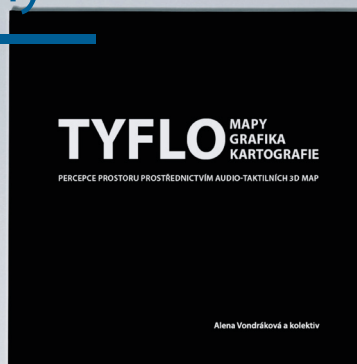
Sales price CZK 399 (EUR 15,5)

// Clearly structured information about antibiotics treatment from a number of perspectives.

The monograph provides current information in a clearly structured form about antibiotics treatment from a number of perspectives. The content is structured so as to facilitate orientation in the area of particular antibiotic groups and

preparations, bacterial infections and their appropriate antibiotics treatment. The main emphasis is placed on a practical medical perspective, in other words on the clinical interpretation of microbiological (first and foremost bacteriological) treatment, the most important etiological agents in the most frequent communities and nosocomial infections and initial therapeutical approaches, such as antibiotherapy.

Typhlomap – Typhlographics – cze Typhlocartography



// A comprehensive look at the creation of tactile maps and its testing and applications in practice.

Vondráková, Alena and coll.

First edition | 2020 | 186 pages
ISBN 978-80-244-5788-8
Not for sale

This publication provides a comprehensive look at the creation of tactile maps at Palacký University in Olomouc, where teams from the Institute of Special Education Studies and from the Geoinformatics department cooperate together. The first part presents the theoretical background in the areas of typhlocartography and typhlographics while the second part is focused on the practical realization of typhlomap. The third part is dedicated to user testing and applications in practice.

Typhlographic Therapy

cze



// Relief Graphics
and their Role
in the Lives
of Persons with
Visual Disabilities.

Růžičková, Veronika – Kroupová, Kateřina

Print of the 1st edition | 2020 | 152 pages

ISBN 978-80-244-5732-1

Sales price CZK 299 (EUR 11,5)

This publication provides a comprehensive treatment of relief graphics from the theoretical and practical perspectives – from the characteristics of tactile perception and related disabilities to defining the basic typhlographic paradigms, techniques and technologies used and to finally its concrete applications (the use of relief graphics in spatial orientation of people with visual disabilities, the possibilities and potential for typhlography, the role

of typhlography in education of individuals with visual disabilities, and even the application of relief graphics in art). All of the theoretical knowledge is correlated in the conclusion of the publication with the results of empirical research focused on relief graphics in the lives of people with visual disabilities from their own perspective and typhlography in the attitudes of professional working with people with visual disabilities.



Palacký University
Olomouc

Palacký University Press

We create books.

We publish books.

We sell books.

We live books.



Palacký University
Olomouc

Palacký University Press
We create books.
We publish books.
We sell books.
We live books.