

1. Record Nr.	UNINA9910137098403321
Titolo	Assessing prenatal and neonatal gonadal steroid exposure for studies of human development [[electronic resource]] : methodological and theoretical challenges / / edited by Rebecca Christine Knickmeyer, Marsha L. Davenport and Bonnie Auyeung
Pubbl/distr/stampa	Frontiers Media SA, 2015 [Lausanne, Switzerland] : , : Frontiers Media SA, , 2015 ©2015
Descrizione fisica	1 online resource (80 pages) : illustrations; digital, PDF file(s)
Collana	Frontiers Research Topics.
Soggetti	Endocrinology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	'Published in Frontiers in Endocrinology'.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	There is extensive evidence from animal models that gonadal steroids, produced in fetal and neonatal life, act on the developing organism to produce sex differences far beyond the reproductive system. That early gonadal steroid exposure also plays an important role in human development is supported by studies of individuals with disorders of sex determination and differentiation. It is much less clear whether normal variation in gonadal steroid exposure predicts sexually dimorphic health outcomes or within-sex variation. This is largely due to challenges related to the assessment of gonadal steroid exposure in the developing fetus and neonate. Regarding the prenatal period, serial measurements of serum hormone levels in the fetus, for use in studies of later development, are not possible for ethical reasons. Researchers have measured hormones in maternal blood, umbilical cord blood, and amniotic fluid; used putative anthropometric indices such as the relative lengths of the 2nd and 4th digits (2D:4D); evaluated common variants in genes related to hormone production, transport, and metabolism; and examined development in opposite sex twins and the offspring of mothers with hyperandrogeny. Each of these approaches

has particular strengths and notable weaknesses. Regarding the neonatal period, serial measurements in serum are often impractical for studies of typical development. Salivary hormone assays, frequently used in studies of older children and adults, have not been extensively investigated in neonates. The most appropriate timing for testing is also open to debate. Early work suggested that testosterone levels in males begin to rise after the first postnatal week, peak around the 3rd to 4th months of life, and then drop back to very low levels by 1 year. However a more recent study of 138 infants did not demonstrate this pattern. Testosterone was highest on the day of birth and gradually dropped over the first 6 months. Even less is known about patterns of early estrogen exposure, though highly sensitive bioassays indicated that sex differences are present in early childhood. In addition, the design and interpretation of studies may be impacted by widespread acceptance of conceptual frameworks that are not well-supported empirically. For example, many researchers presume that the free hormone hypothesis, which states that unbound hormone is more readily diffusible into tissues and thus a better measure of actual exposure, is true. However this hypothesis has been challenged on multiple grounds. A second example: it is generally accepted that masculinization of the human brain is primarily mediated by the androgen receptor (in contrast to rodents where the estrogen receptor plays a major role), in part because chromosomal males with complete androgen insensitivity generally espouse a female gender identity. However this is not always the case, and other sexually dimorphic outcomes have not been carefully assessed in CAIS. The aim of this research topic is to gather together experimental and review papers which address the diverse challenges in assessing prenatal and neonatal gonadal steroid exposure for studies of human development with the expectation that this will allow more critical appraisal of existing studies, identify critical research gaps, and improve the design of future studies.

2. Record Nr.	UNINA9910798041703321
Autore	Barnett Paul
Titolo	Shopper marketing : a how-to business story // Paul Barnett
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-358-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 261 pages) : illustrations
Collana	Consumer behavior collection, , 2163-937X
Disciplina	658.8
Soggetti	Marketing Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 233-254) and index.
Sommario/riassunto	The book outlines a practical approach to shopper marketing in order to grow both revenue and brand equity. A story runs through the book in the first part of each chapter, so that it is easier to connect the theory and tools in the second part of each chapter, with a real-world scenario. The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again. This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners. The book contains over 300 industry and academic references as well as numerous examples from the author's own experience.

3. Record Nr.	UNIORUON00053495
Autore	LIU Shaoqi
Titolo	Luntang / Liu Shaoqi
Pubbl/distr/stampa	Beijing, : Jiefangshe guangzhou, 1950
Descrizione fisica	176 p. ; 18 cm
Classificazione	CIN V
Soggetti	POLITOLOGIA - Cina
Lingua di pubblicazione	Cinese
Formato	Materiale a stampa
Livello bibliografico	Monografia
4. Record Nr.	UNINA9910345991403321
Autore	Fischer Thomas (Thomas Martin), <1963->
Titolo	Experimentalphysik : Mechanik // Thomas Fischer
Pubbl/distr/stampa	De Gruyter, 2018 Berlin ; ; Boston : , : De Gruyter, , [2018] ©2018
ISBN	3-11-060228-8
Descrizione fisica	1 online resource (318 p.)
Collana	De Gruyter Studium
Disciplina	531
Soggetti	Mechanics Mechanik SCIENCE / Mechanics / General
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Frontmatter -- Vorwort -- Inhalt -- 1.Das Weltbild Der Modernen Physik -- 2. Punktmechanik -- 3. Schwingungen -- 4. Der Starre Körper -- 5.Der Deformierbare Körper -- 6. Hydrodynamik -- 7. Wellen

Sommario/riassunto

Mit seinen stetig komplexeren Erläuterungen bildet dieses Werk den steigenden Schwierigkeitsgrad ab, den Studierende während der ersten Semester erleben. Durch zahlreiche Beispiele und künstlerisch sehr ansprechendes Bildmaterial unterstützt der Autor das selbständige und zugleich kreative Hinterfragen von physikalischen Zusammenhängen.