

1. Record Nr.	UNINA9910461823603321
Titolo	Robotic surgery in gynecology [[electronic resource] /] / editors, Togas Tulandi & Arnold Advincula
Pubbl/distr/stampa	[Oak Park, Ill.?], : Bentham eBooks, [2011]
ISBN	1-60805-272-9
Descrizione fisica	1 online resource (82 p.)
Collana	Emerging technologies in women's health, , 2211-8535
Altri autori (Persone)	TulandiT (Togas) AdvinculaArnold
Disciplina	618.1/059
Soggetti	Generative organs, Female - Surgery Robotics in medicine Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	01 Title.pdf; 02 Cover Page; 04 CONTENT; 05 Foreword; 06 PREFACE; 07 List of Contributors; 08 Chapter 01; 09 Chapter 02; 10 Chapter 03; 11 Chapter 04; 12 Chapter 05; 13 Chapter 06; 14 Chapter 07; 15 Chapter 08; 16 INDEX
Sommario/riassunto	Emerging Technologies in Women's Health is the first of a series of books dedicated providing updates on rapid advances in new technologies in women's healthcare for researchers and clinicians. This e-book explains techniques of performing minimally invasive robotic surgery in a concise manner. Each chapter is contributed by experts in advanced laparoscopic and robotic surgery and contains several useful line drawn illustrations and photographs. This e-book should be of interest to gynecologic surgeons, fellows and residents.

2. Record Nr.	UNINA9910162816503321
Autore	Marsden Paul <1984->
Titolo	Entrepreneurial journalism : how to go it alone and launch your dream digital project / / Paul Marsden
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2017
ISBN	1-315-64109-7 1-317-27898-4 1-317-27897-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (197 pages) : Illustrations, graphs
Disciplina	070.4068
Soggetti	Journalism - Management Journalism - Vocational guidance Journalism - Technological innovations Online journalism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. What is news and what is journalism in 2016? / Rebecca Whittington and Catherine O'Connor -- 2. The business of journalism / with Andrew Youde -- 3. Innovation -- 4. Building your idea -- 5. Being in entrepreneurial journalist / with Wayne Bailey -- 6. Starting your website and writing online -- 7. Engaging, measuring and reacting to your audience -- 8. Your smartphone as your best reporting tool / with Lindsay Eastwood -- 9. Using social media to promote your work -- 10. The boundaries you must not cross and remaining ethical in the journalistic Wild West / with Nigel Green.
Sommario/riassunto	Entrepreneurial Journalism explains how, in the age of online journalism, digital-savvy media practitioners are building their careers by using low-cost digital technologies to create unique news platforms and cultivate diverse readerships. The book also offers a range of techniques and tips that will help readers achieve the same. Its opening chapters introduce a conceptual understanding of the business behind entrepreneurial journalism. The second half of the book then presents practical guidance on how to work successfully online. Topics include: *

advice on launching digital start-ups; \* how to use key analytics to track and focus readership; \* engaging with mobile journalism by utilising smartphone and app technology; \* developing revenue streams that can make digital journalism sustainable; \* legal and ethical dilemmas faced in a modern newsroom; \* the challenges of producing news for mobile readers. The book features leading figures from the BBC, Google and the Guardian , as well as some of Britain's best entrepreneurial reporters, who offer advice on thriving in this developing media landscape. Additional support comes from an online resource bank, suggesting a variety of free tools to create online news content. Entrepreneurial Journalism is an invaluable resource for both practising journalists and students of journalism.

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