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Livello bibliografico	Monografia
2. Record Nr.	UNINA9910450143403321
Autore	Ang len.
Titolo	Desperately seeking the audience // len Ang
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 1991
ISBN	1-134-94042-4 1-280-47832-2 9786610478323 0-203-13334-X
Descrizione fisica	1 online resource (185 p.)
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Soggetti	Europe Mass media Television viewers Television viewers - United States Television viewers - Europe Journalism & Communications Radio & TV Broadcasting Electronic books.

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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages [186]-199) and index.
Nota di contenuto	Book Cover; Half-Title; Title; Copyright; Dedication; Contents; Preface and acknowledgements; Introduction; 1 Institutional knowledge: the need to control; 2 Audience-as-market and audience-as-public; 3 Television audience as taxonomic collective; 4 The limits of discursive control; 5 Commercial knowledge: measuring the audience; 6 In search of the audience commodity; 7 Streamlining 'television audience'; 8 The streamlined audience disrupted: impact of the new technologies; 9 The people meter 'solution'; 10 Revolt of the viewer? The elusive audience 11 Normative knowledge: the breakdown of the public service ideal 12 Britain: the BBC and the loss of the disciplined audience; 13 Netherlands: VARA and the loss of the natural audience; 14 Repairing the loss: the desire for audience information; Conclusions: Understanding television audiencehood; Notes; Bibliography; Index
Sommario/riassunto	Millions of people all over the world are avid members of the television audience. Yet, despite the central place television occupies in contemporary culture, our understanding of its complex and dynamic role in everyday life remains surprisingly limited. Focusing on the television audience, Ien Ang asks why we understand so little about its nature, and argues that our ignorance arises directly out of the biases inherent in prevailing official knowledge about it. She sets out to deconstruct the assumptions of this official knowledge by exploring the territory where it is mainly produced - the

3. Record Nr.	UNINA9910133588303321
Autore	Tsaioun Katya
Titolo	ADMET for Medicinal Chemists [[electronic resource]] : A Practical Guide
Pubbl/distr/stampa	Hoboken, : Wiley, 2012
ISBN	1-280-59122-6 9786613621054 0-470-91509-9 0-470-91511-0
Descrizione fisica	1 online resource (524 p.)
Altri autori (Persone)	KatesSteven A
Disciplina	615.19 615/.19
Soggetti	Drug Design Drug Toxicity Drugs - Testing Drugs --Testing --Juvenile literature Pharmaceutical Preparations - chemistry Pharmacokinetics Metabolic Phenomena Drug Discovery Pharmacological Phenomena Natural Science Disciplines Kinetics Chemicals and Drugs Poisoning Biochemical Phenomena Chemistry, Pharmaceutical Substance-Related Disorders Disciplines and Occupations Investigative Techniques Physiological Phenomena Phenomena and Processes Chemical Phenomena Diseases Pharmacology Analytical, Diagnostic and Therapeutic Techniques and Equipment Biological Science Disciplines Chemistry

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	<p>ADMET for Medicinal Chemists: A Practical Guide; CONTENTS; Preface; Contributors; 1 Introduction; 1.1 Introduction; 1.2 Voyage Through The Digestive System; 1.2.1 The Mouth; 1.2.2 The Stomach; 1.2.3 The Small Intestine: Duodenum; 1.2.4 The Small and Large Intestine: Jejunum, Ileum, Colon; 1.2.5 Hepatic-Portal Vein; 1.3 The Liver Metabolism; 1.3.1 CYP450 (CYPs); 1.4 The Kidneys; 1.4.1 Active Tubular Secretion; 1.4.2 Passive Tubular Reabsorption; 1.5 Conclusions; References; 2 In Silico ADME/Tox Predictions; 2.1 Introduction; 2.2 Key Computer Methods for ADME/Tox Predictions</p> <p>2.2.1 Drug Discovery 2.2.2 Applying or Not ADME/Tox Predictions, Divided Opinions; 2.2.3 In Silico ADME/Tox Methods and Modeling Approaches; 2.2.4 Physicochemistry, Pharmacokinetics, Drug-Like and Lead-Like Concepts; 2.2.5 Lipophilicity; 2.2.6 pKa; 2.2.7 Transport Proteins; 2.2.8 Plasma Protein Binding; 2.2.9 Metabolism; 2.2.10 Elimination; 2.2.11 Toxicity; 2.3 Preparation of Compound Collections and Computer Programs, Challenging ADME/Tox Predictions and Statistical Methods; 2.3.1 Preparation of Compound Collections and Computer Programs</p> <p>2.3.2 Preparing a Compound Collection: Materials and Methods 2.3.3 Cleaning and Designing the Compound Collection; 2.3.4 Searching for Similarity; 2.3.5 Generating 3D Structures; 2.4 ADME/Tox Predictions within Pharmaceuticals Companies; 2.4.1 Actelion Pharmaceuticals Ltd.; 2.4.2 Bayer; 2.4.3 Bristol-Myers Squibb; 2.4.4 Hoffmann-La Roche Ltd.; 2.4.5 Neurogen Corporation; 2.4.6 Novartis; 2.4.7 Schering AG; 2.4.8 Vertex Pharmaceuticals; 2.5 Challenging ADME/Tox Predictions; 2.5.1 Tolcapone; 2.5.2 Factor V Inhibitors; 2.5.3 CRF-1 Receptor Antagonists; 2.6 Statistical Methods</p> <p>2.6.1 Principal Component Analysis 2.6.2 Partial Least Square; 2.6.3 Support Vector Machine; 2.6.4 Decision Trees; 2.6.5 Neural Networks; 2.7 Conclusions; References; 3 Absorption and Physicochemical Properties of the NCE; 3.1. Introduction; 3.2. Physicochemical Properties; 3.3. Stability; 3.4. Dissolution and Solubility; 3.4.1. Dissolution Rate, Particle Size, and Solubility; 3.4.2. pH and Salts; 3.4.3. In Vivo Solubilization; 3.5. Solid State; References; 4 ADME; 4.1 Introduction; 4.2 Absorption; 4.2.1 Route of Administration; 4.2.2 Factors Determining Oral Bioavailability; 4.3 Distribution</p> <p>4.3.1 Drug Distribution 4.3.2 Volume of Distribution; 4.3.3 Free Drug Concentration; 4.3.4 CNS Penetration; 4.4 Elimination; 4.4.1 Elimination Versus Clearance; 4.4.2 Metabolism Versus Excretion; 4.4.3 Drug-Free Fraction and Clearance; 4.4.4 Lipophilicity and Clearance; 4.4.5 Transporters and Clearance; 4.4.6 Metabolism; 4.4.7 Excretion; 4.5 Drug Interactions; 4.5.1 Absorption-Driven DDI; 4.5.2 Distribution-Driven DDI; 4.5.3 Excretion-Driven DDI; 4.5.4 Metabolism-Driven DDI; 4.5.5 Tools for Studying Drug Metabolism; 4.5.6 Applications of Drug Metabolism Tools</p>

4.5.7 Tools for Studying Drug Excretion

Sommario/riassunto

This book guides medicinal chemists in how to implement early ADMET testing in their workflow in order to improve both the speed and efficiency of their efforts. Although many pharmaceutical companies have dedicated groups directly interfacing with drug discovery, the scientific principles and strategies are practiced in a variety of different ways. This book answers the need to regularize the drug discovery interface; it defines and reviews the field of ADME for medicinal chemists. In addition, the scientific principles and the tools utilized by ADME scientists in a discovery setting, as appl