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Nota di contenuto	Healthcare Perspective -- Lung Cancer -- Esophageal and Gastric Cancer- Sarcomas -- Multiple Myeloma -- Pancreatic Cancer -- Colon Cancer -- Renal Cell Carcinoma -- Prostate Cancer -- Bladder Cancer -- Ovarian Cancer -- Genomic Cancer Risk Assessment -- Triple Negative Breast Cancer -- Melanoma -- Digital Patient Engagement and Social Media -- Hepatocellular Carcinoma -- Head and Neck Cancer -- Primary Central Nervous System Tumors -- Lymphoma.
Sommario/riassunto	This volume comprehensively reviews oncology in the precision medicine era of personalized care, latest developments in the field, and indications and clinical trials for the treatment of cancer with targeted therapies, immunotherapy, and epigenetic modulators. It thoroughly addresses concerns of various types of cancers including cancers of the head and neck, lung, colon, esophagus, bladder, pancreas, and breast; melanoma; multiple myeloma; hepatocellular carcinoma; renal cell carcinoma; and sarcomas. It is organized and written in a format that is easy to follow for both clinicians and non-clinical scientists interested in personalized medicine. Chapters cover the identification of the clinical problem and summary of recent findings, tumor biology and heterogeneity, genomics, examples of simple and complex cases, biological pathways, future clinical trials, and financial considerations. Oncology in the Precision Medicine Era: Value-Based Medicine will serve as a useful resource for medical oncologists and healthcare providers tailoring medicine to the needs of the individual patient, from

prevention and diagnosis to treatment and follow up.
