

1. Record Nr.	UNINA9910462765003321
Autore	Lane L. W., Jr. (Laurence William), <1919-2010.>
Titolo	The sun never sets [[electronic resource]] : reflections on a western life // L.W. "Bill" Lane, Jr. with Bertrand M. Patenaude ; and an introduction by Kevin Starr
Pubbl/distr/stampa	Stanford, Calif., : Stanford General Books, 2013
ISBN	0-8047-8564-3
Descrizione fisica	xxii, 174 p. : ill., ports
Altri autori (Persone)	PatenaudeBertrand M. <1956->
Disciplina	070.5092
	B
Soggetti	Publishers and publishing - California Ambassadors - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front matter -- Table of Contents -- Introduction: Bill Lane's Reflections -- Editor's Note -- 1. Columbus Day -- 2. The Masthead -- 3. Sunset Unlimited -- 4. True West -- 5. Ambassador Bill -- 6. A Man in Motion -- Epilogue: Promises to Keep -- Index of Names
Sommario/riassunto	The Sun Never Sets tells the extraordinary story of L.W. "Bill" Lane, Jr., longtime publisher of Sunset magazine, pioneering environmentalist, and U.S. ambassador. Written with Stanford historian Bertrand Patenaude, this fascinating memoir traces Sunset's profound impact on a new generation of Americans seeking opportunity and adventure in the great American West. Bill Lane was a Californian whose life spanned a vital period of the state's emergence as the embodiment (or symbol) of the country's aspirations. His recollections offer readers a rich slice of the history of California and the West in the 20th century. Recounting his boyhood move from Iowa to California after his father purchased Sunset magazine in 1928, and his subsequent rise through the ranks of Sunset, Bill Lane's memoir evokes the American West that his magazine helped to shape. It illuminates the sources of Sunset's canny appeal and its manifold influence in the four major editorial fields it covered—travel, home, gardening, and cooking—while taking

readers behind the scenes of American magazine publishing in the 20th century. The Sun Never Sets also reveals the evolution of Bill Lane's views and roles as an influential environmentalist and conservationist with strong connections to the national and California state parks, and it recounts his two stints as U.S. ambassador: in Japan in the 1970's, and in Australia in the 1980's. This memoir will especially appeal to readers interested in the history of the American West, environmental conservation and preservation, and publishing.

2. Record Nr.	UNINA9910451472603321
Titolo	False hope [[electronic resource]] : bone marrow transplantation for breast cancer / / Richard A. Rettig ... [et al.]
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2007
ISBN	1-280-84585-6 9786610845859 0-19-974824-1 1-4294-5923-9
Descrizione fisica	1 online resource (368 p.)
Altri autori (Persone)	RettigRichard A
Disciplina	616.99/449061
Soggetti	Breast - Cancer - Chemotherapy - United States - History Bone marrow - Transplantation - United States - History Autotransplantation - United States - History Breast - Cancer - Chemotherapy - Complications Bone marrow - Transplantation - Complications Autotransplantation - Complications 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 (p. 315-341) and index.
Nota di contenuto	Breast cancer patients and the emergence of a treatment -- Jumping the gun -- Court trials -- Litigation strategies -- Entrepreneurial oncology -- Government mandates -- Technology assessments -- Clinical trials -- Denouement -- Values in conflict.

Sommario/riassunto

In the late 1980's, a promising new treatment for breast cancer emerged: high-dose chemotherapy with autologous bone marrow transplantation or HDC/ABMT. By the 1990's, it had burst upon the oncology scene and disseminated rapidly before having been carefully evaluated. By the time published studies showed that the procedure was ineffective, more than 30,000 women had received the treatment, shortening their lives and adding to their suffering. This book tells of the rise and demise of HDC/ABMT for metastatic and early stage breast cancer, and fully explores the story's implications, which go