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Autore	Bondarew Veronica
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Altri autori (Persone)	SeligmanPeter
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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Foreword; Contents; Introduction; 1. The beginning: a visionary entrepreneur, Paul Trainor; 2. Also in the beginning: a visionary scientist, Graeme Clark; 3. The champions in government: Ralph Tobias and Ian Macphee; 4. Engineers were vital: David Money and others; 5. A marketeer and a doctor provide evidence of demand: the market study; 6. A prototype became commercially possible: the tiger team; 7. Proof for the regulators: Mike Hirshorn and Dianne Mecklenburg; 8. A global market beckoned: Ron West, Monika Lehnhardt and Sue Roberts 9. Without surgeons it was just clever engineering: Bill Gibson10. The entrepreneur bids adieu: Paul Trainor; 11. A global conglomerate rose and fell: Pacific Dunlop; 12. An Asian expansion became necessary: Japan; 13. A saving grace emerged: Catherine Livingstone; 14. Lives were changed: Li Cunxin and his daughter; 15. The future is promising: Chris Roberts; 16. Software and hardware: development of a clinical system; Photographs and illustrations; Appendix: Interviewees for The Cochlear Story; References; Index
Sommario/riassunto	Documents the human story behind the development and success of the cochlear implant.

