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Autore	Benoit Michelle F
Titolo	Gynecologic oncology handbook [[electronic resource]] : an evidence-based clinical guide // Michelle F. Benoit, Marian Yvette Williams-Brown, Creighton L. Edwards
Pubbl/distr/stampa	New York, NY, : Demos Medical Publishing, LLC, c2013
ISBN	1-61705-167-5
Descrizione fisica	1 online resource : illustrations
Altri autori (Persone)	Williams-BrownMarian Yvette EdwardsCreighton L
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Soggetti	Generative organs, Female - Cancer Evidence-based medicine Electronic books.
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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Nota di contenuto	Cover; Title; Copyright; Contents; Preface; Chapter 1: Gynecologic Oncology Referral Parameters; I. Endometrial Cancer; II. Pelvic Mass; III. Cervical Cancer; IV. Vaginal Cancer; V. Vulvar Cancer; VI. Gestational Trophoblastic Disease; Chapter 2: Disease Sites; A: Preinvasive Disease; I. Cervical Intraepithelial Neoplasia (CIN); II. Vulvar Intraepithelial Neoplasia; III. Vaginal Intraepithelial Neoplasia (VAIN); IV. Dysplasia and HIV; References; B: Cervical Cancer; I. Characteristics; II. Pretreatment Workup; III. Histology; IV. Staging; V. Overall survival by stage; VI. Treatment VII. Surgical TreatmentVIII. Radiotherapy; IX. Adjuvant Posthysterectomy Treatment; X. Advanced Disease; XI. Recurrent Disease; XII. Survival; XIII. Prognostic Factors for Survival; XIV. Follow-Up; XV. Notable Trials in Cervical Cancer; References; C: Ovarian Cancer; I. General Characteristics; II. General Workup; III. General Treatment; IV. Histology; V. General Staging; Epithelial Ovarian Cancer; I. Characteristics; II. Workup; III. Histology; IV. Staging; V. Treatment; VI. Chemotherapy for Epithelial Ovarian Cancer; VII. Treatment by Stage; VIII. Second-look laparotomy; IX. Recurrence X. Secondary cytoreductionXI. Cerebellar degeneration; XII. Survival; XIII. Survival Care; XIV. Epithelial Ovarian Cancer Trials; Ovarian Tumors

of Low Malignant Potential (LMP); I. Characteristics; II. Histology; III. Workup; IV. Staging; V. Treatment; VI. Recurrence; VII. Survival; VIII. Survival Care; Fallopian Tube Cancer; I. Characteristics; II. Workup; III. Histology; IV. Staging; V. Treatment; VI. Survival; VII. Survival care; Primary Peritoneal Cancer; Germ Cell Tumors (GCT); I. Characteristics; II. Workup; III. Staging; IV. Treatment; V. Recurrence; VI. Follow-Up VII. Histological Subtypes and Directed Therapies VIII. Germ Cell Tumor Trials; IX. Chemotherapy Protocols for Ovarian GCT; Sex Cord Stromal Tumors; I. Characteristics; II. Workup; III. Staging; IV. Treatment; V. Histology; VI. 5 Y Survival; VII. Sex Cord Stromal Tumor Trials; References; D: Uterine Cancer; I. Characteristics; II. Prognostic factors; III. Pretreatment Workup; IV. Histology; V. Staging; VI. Grade is specified as a 3-tiered system; VII. Treatment; VIII. Recurrence; IX. Postoperative hormonal replacement therapy; X. Synchronous ovarian neoplasm; XI. Survival; XII. Follow-Up XIII. Tamoxifen Notable Studies in Uterine Cancer; I. High-Risk Early-Stage Disease Adjuvant Therapy Studies; Uterine Sarcomas; I. Characteristics; V. Prognostic factors; VI. Follow-Up; References; E: Vulvar Cancer; I. Characteristics; II. Workup; III. Histology; IV. Staging; V. Treatment; VI. Recurrence; VII. Survival; VIII. Follow-up; Notable Studies; References; F: Vaginal Cancer; I. Characteristics; II. Pretreatment Workup; III. Histology; IV. Staging; V. Treatment; VI. Recurrent Disease; VII. Survival; VIII. Follow-up; G: Gestational Trophoblastic Disease; I. Characteristics II. Histology

Sommario/riassunto

Gynecologic Oncology Rotation Quick Reference provides a comprehensive yet concise, practical guide for fellows, residents, and specialist trainees in the diagnosis and management of gynecologic cancers. The book addresses the fundamentals of gynecologic oncology, including staging, surgical technique, comorbidity diagnosis and management, adjuvant therapies including chemotherapy and radiation, and survival and palliative care. The focus is on specific management decision-making and the book provides the basic information needed to guide the clinician on the ward or in the clinic including cl

2. Record Nr.	UNINA9910786849003321
Autore	Halpern Nigel
Titolo	Airport marketing / / Nigel Halpern and Anne Graham
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-136-30655-2 0-203-11790-5
Descrizione fisica	1 online resource (xvii, 225 pages) : illustrations
Altri autori (Persone)	GrahamAnne
Disciplina	387.7/360688
Soggetti	Airports - Economic aspects Airports - Management Aeronautics, Commercial - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Formerly CIP.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The airport marketing environment -- The market for airport services -- Airport marketing research -- Airport marketing planning -- The airport product -- Airport pricing -- Promotion of airports -- Airport distribution.
Sommario/riassunto	In recent years, the airport sector has moved from an industry characterised by public sector ownership and national requirements, into a new era of airport management which is beginning to be dominated by the private sector and international players. Airports are now complex enterprises that require a wide range of business competencies and skills to meet the needs of their users, just as with any other industry. Moreover, deregulation of air transport markets has made the airport sector much more competitive and given airports greater incentives to develop innovative, proactive and aggressive marketing strategies so that they can reap the benefits from these developments. New types of airline business model, such as low cost carriers, have emerged through deregulation, which in many cases require a completely different approach to be adopted by airport marketers and have encouraged a further deviation from past practice. The travelling public is also becoming more experienced and is generally placing greater demands on the airport operator to deliver a quality product at a time when more stringent controls, especially as

regards security, have been introduced. This accessible book fills an important need for an up-to-date, comprehensive and in-depth textbook that introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport marketing planning, and individual elements of the airport marketing mix (product, price, promotion and distribution). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. The dynamic nature of the airport industry requires students and practitioners to have a thorough, up-to-date and contemporary appreciation of airport marketing issues and challenges. This comprehensive, accessible textbook written by two airport marketing experts satisfies this need and is essential reading for air transport students and future managers. In recent years, the airport sector has moved from an industry characterised by public sector ownership and national requirements, into a new era of airport management which is beginning to be dominated by the private sector and international players. Airports are now complex enterprises that require a wide range of business competencies and skills to meet the needs of their users, just as with any other industry. Moreover, deregulation of air transport markets has made the airport sector much more competitive and given airports greater incentives to develop innovative, proactive and aggressive marketing strategies so that they can reap the benefits from these developments. New types of airline business model, such as low cost carriers, have emerged through deregulation, which in many cases require a completely different approach to be adopted by airport marketers and have encouraged a further deviation from past practice. The travelling public is also becoming more experienced and is generally placing greater demands on the airport operator to deliver a quality product at a time when more stringent controls, especially as regards security, have been introduced. This accessible book fills an important need for an up-to-date, comprehensive and in-depth textbook that introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport marketing planning, and individual elements of the airport marketing mix (product, price, promotion and distribution). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. The dynamic nature of the airport industry requires students and practitioners to have a thorough, up-to-date and contemporary appreciation of airport marketing issues and challenges. This comprehensive, accessible textbook written by two airport marketing experts satisfies this need and is essential reading for air transport students and future managers.
