

1. Record Nr.	UNINA9910787700903321
Autore	Lukonin Vladimir Grigorevich
Titolo	Central Asian art [[electronic resource] /] / Vladimir Lukonin & Anatoly Ivanov
Pubbl/distr/stampa	New York, : Parkstone Press International, 2013
ISBN	1-78042-894-4
Descrizione fisica	1 online resource (256 p.)
Altri autori (Persone)	IvanovAnatoly
Disciplina	709.58
Soggetti	Islamic art Art, Central Asian
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.

2. Record Nr.	UNINA9910792333703321
Autore	Maslen Andy
Titolo	The copywriting sourcebook [[electronic resource] ] : how to write better copy, faster : for everything from ads to websites // Andy Maslen
Pubbl/distr/stampa	London, : Marshall Cavendish Business, 2010
ISBN	981-4312-13-4
Descrizione fisica	1 online resource (315 p.)
Disciplina	659.132 659.1322
Soggetti	Advertising copy Marketing
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 and index.
Nota di contenuto	Cover; Title; Copyright; Contents; Acknowledgements; Introduction; 1. Headline; 2. Sales letter; 3. Case study; 4. Press release; 5. Product brochure; 6. Press ad; 7. Presentation; 8. E-zine; 9. Corporate brochure; 10. Email; 11. Adword; 12. Article; 13. Web page; 14. Endpiece; Glossary; Index
Sommario/riassunto	It's OK knowing the theory, but when it's 9am and you have just been given until lunchtime to write some copy for a new sales email, landing page, press ad or brochure, what you really need is a shortcut.

3. Record Nr.	UNINA9910792479403321
Titolo	Avian immunology // edited by Karel A. Schat, Department of Microbiology and Immunology, College of Veterinary Medicine, Cornell University, Bernd Kaspers, Institute for Animal Physiology, University of Munich, Pete Kaiser, The Roslin Institute and R(D)SVS, University of Edinburgh
Pubbl/distr/stampa	San Diego, Calif., : Academic Press, 2014 Amsterdam ; ; Boston : , : Elsevier : , : Academic Press, , 2014
ISBN	1-78402-348-5 0-12-397272-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (xvi, 439 pages) : illustrations (some color)
Collana	Gale eBooks
Disciplina	571.9618
Soggetti	Birds - Immunology Birds - immunology Bird Diseases - immunology Immune System Immunity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Preceded by Avian immunology / edited by Fred Davison, Bernd Kaspers, Karel A. Schat. 2008.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Avian Immunology; Copyright Page; Contents; Acknowledgments; Foreword; List of Contributors; 1 The Importance of the Avian Immune System and its Unique Features; 1.1 Introduction; 1.2 The Contribution of Avian Lymphocytes; 1.3 The Contribution of the Bursa of Fabricius; 1.3.1 Gene Conversion and the Bursa; 1.4 The Contribution of the Chicken MHC; 1.5 The Contributions to Vaccinology; 1.5.1 Embryonic (In Ovo) Vaccination; 1.6 Conclusions; References; 2 Structure of the Avian Lymphoid System; 2.1 Introduction; 2.2 The Thymus; 2.2.1 Anatomy and Histological Organization 2.2.2 Thymic Cortex 2.2.3 Thymic Medulla; 2.2.4 Thymic Cortico-Medullary Border; 2.3 The Bursa of Fabricius; 2.3.1 Anatomy and Histology; Bursal Surface Epithelium; 2.3.2 Bursal Follicle; 2.3.3

Medulla; Bursal Medullary Epithelial Cells; Bursal Secretory Dendritic Cells; Bursal Macrophages; Bursal Lymphocytes; 2.3.4 Cortex; Peripheral Lymphoid Tissue of the Bursa of Fabricius; 2.4 Germinal Center of the Peripheral Lymphoid Organs; 2.5 The Spleen; 2.5.1 Origin and Anatomy; 2.5.2 Red Pulp; 2.5.3 White Pulp; Peri-Arteriolar Lymphoid Sheath; Ellipsoids and Peri-Ellipsoid White Pulp The Marginal-Zone Equivalent and Antigen Handling 2.6 Gut-Associated Lymphoid Tissue; 2.6.1 Follicle-Associated Epithelium or Lymphoepithelium; 2.6.2 Esophageal and Pyloric Tonsils; 2.6.3 Peyer's Patches; 2.6.4 Meckel's Diverticulum; 2.6.5 Cecal Tonsils; 2.7 Harderian and Conjunctiva-Associated Lymphoid Tissue; 2.8 Mural Lymph Node; 2.9 Ectopic Lymphatic Tissue and Pineal Gland; 2.10 Bone Marrow; 2.11 Blood; References; 3 Development of the Avian Immune System; 3.1 Introduction; 3.2 Origins and Migration Routes of Hematopoietic Cells Using Quail-Chick Complementary Chimeras 3.2.1 Looking for the Source of Hematopoietic Cells during Development 3.2.2 Macrophage Production by the Yolk Sac; 3.2.3 The Aortic Region Produces HSC; 3.3 Aortic Clusters as the Intra-Embryonic Source of Definitive Hematopoiesis; 3.3.1 Cellular and Molecular Identification of the Clusters; 3.3.2 The Para-Aortic Foci; 3.3.3 Tracing the Origins and Fates of the Aortic Clusters; 3.4 Formation of the Aorta: A Dorsal Angioblastic Lineage and a Ventral Hemangioblastic Lineage; 3.4.1 Two Endothelial Lineages Form the Vascular Network of the Embryo 3.4.2 Chimeric Origin of the Aortic Endothelial Cells 3.4.3 The Allantois: Another Source of Hematopoiesis?; 3.4.4 Cellular and Molecular Identification of Allantois-Associated Hematopoiesis; 3.4.5 Hematopoietic Production by the Mammalian Allantois and the Placenta; 3.5 The Avian Thymus and T Cell Development; 3.5.1 Thymic Development; 3.5.2 Colonization of the Thymus; 3.5.3 T Cell Differentiation; 3.5.4 TCR Rearrangement; 3.5.5 T Cell Homing to the Periphery; 3.6 The Bursa of Fabricius, B-Cell Ontogeny and Immunoglobulins; 3.6.1 Formation of the Bursal Epithelial Anlage 3.6.2 Bursal Development

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### Sommario/riassunto

The second edition of Avian Immunology provides an up-to-date overview of the current knowledge of avian immunology. From the ontogeny of the avian immune system to practical application in vaccinology, the book encompasses all aspects of innate and adaptive immunity in chickens. In addition, chapters are devoted to the immunology of other commercially important species such as turkeys and ducks, and to ecoimmunology summarizing the knowledge of immune responses in free-living birds often in relation to reproductive success. The book contains a detailed description of the avia

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