

1. Record Nr.	UNINA9910790101103321
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Titolo	E-commerce economics / / David D. VanHoose
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ISBN	1-136-82180-5 1-283-10432-6 9786613104328 1-136-82181-3 0-203-83036-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (497 p.)
Disciplina	381/.142
Soggetti	Electronic commerce
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	unit 1. Electronic commerce : market and prices -- unit 2. Information, advertising, and innovation in the electronic marketplace -- unit 3. Policy implications of electronic commerce -- unit 4. Internet trade, electronic money and banking, and the economy.
Sommario/riassunto	This second edition of eCommerce Economics addresses the economic issues associated with using computer-mediated electronic networks, such as the Internet, as mechanisms for transferring ownership of or rights to use goods and services. After studying this book, students will recognize problems that arise in the electronic marketplace, such as how to gauge the competitive environment, what products to offer, how to market those products, and how to price those products. They also will understand the conceptual tools required to evaluate the proper scope of public policies relating to electr

2. Record Nr.	UNINA9910254652103321
Titolo	Advances in Biology and Treatment of Glioblastoma / / edited by Kumaravel Somasundaram
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-56820-5
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (272 pages) : illustrations (some color)
Collana	Current Cancer Research, , 2199-2584
Disciplina	616.99481
Soggetti	Cancer - Research Cancer Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1 Maximal Safe Resection in Glioblastoma: Use of Adjuncts (Daria Krivosheya, Marcos Vinicius Calfatt Maldaun and Sujit S Prabhu). – Chapter 2 Molecular Pathology of Glioblastoma- an Update (Vani Santosh, Palavalasa Sravya and Arimappamagan Arivazhagan) -- Chapter 3 Current Therapies and Future Directions in Treatment of Glioblastoma (Joshua L. Wang, Luke Mugge, Pierre Giglio and Vinay Puduvalli) -- Chapter 4 Recent Advances for Targeted Therapies in Glioblastoma (Michael Youssef, Jacob Mandel, Sajeel Chowdhary, and Santosh Kesari) -- Chapter 5 Targeting EGFR in Glioblastoma: Molecular Biology and Current Understanding (Sepúlveda JM, Zahonero C, Sánchez-Gómez P) -- Chapter 6 Radiogenomics & Histomics in Glioblastoma – The Promise of Linking Image-derived Phenotype with Genomic Information (Michael Lehrer, Reid T. Powell, Souptik Barua, Donnie Kim, Shivali Narang, and Arvind Rao) -- Chapter 7 Next-generation Sequencing in Glioblastoma Personalized Therapy (Jagriti Pal, Vikas Patil and Kumaravel Somasundaram) -- Chapter 8 Glioma Stem-like Cells in Tumor Growth and Therapy Resistance of Glioblastoma (Abhirami Visvanathan and Kumaravel Somasundaram) -- Chapter 9 Animal Models in Glioblastoma: Use in Biology and Developing Therapeutic Strategies (Schuhmacher A.J. and Squatrito M) -- Chapter 10 Pediatric High Grade Glioma (Chitra Sarkar, Suvendu Purkait, Pankaj Pathak and Prerana Jha).

Sommario/riassunto

This volume covers the most important areas of glioblastoma – surgical resection, molecular pathology, targeted therapies, cancer stem cells, the role of DNA methylation, targeted sequencing for personalized therapy, animal models and advances in pediatric glioblastoma. Chapter authors are junior and senior investigators, who are well established in their particular areas and include neurosurgeons, neuropathologists, neurooncologists and basic scientists. .
