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| 1. | Record Nr. | UNISA990002792350203316 |
| | Autore | RATHMELL, John M. |
| | Titolo | Marketing in the service sector / [by] John M. Rathmell |
| | Pubbl/distr/stampa | Cambridge : Winthrop Publishers, c1974 |
| | ISBN | 0-87626-561-1 |
| | Descrizione fisica | VIII, 232 p. ; 23 cm |
| | Disciplina | 381.45 |
| | Soggetti | Marketing - Stati Uniti |
| | Collocazione | P10 704 |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
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| 2. | Record Nr. | UNICAMPANIAVAN0100075 |
| | Autore | Rubino, Domenico |
| | Titolo | 19: L'ipoteca immobiliare e mobiliare / Domenico Rubino |
| | Pubbl/distr/stampa | Milano, : A. Giuffrè, 1956 |
| | Descrizione fisica | XV, 585 p. ; 25 cm |
| | Soggetti | Ipoteca immobiliare |
| | Lingua di pubblicazione | Italiano |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |

3. Record Nr.	UNINA9910812048003321
Autore	Yin Guosheng
Titolo	Clinical trial design : Bayesian and frequentist adaptive methods / / Guosheng Yin
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2012
ISBN	9786613425140 9781283425148 1283425149 9781118183328 1118183320 9781118183335 1118183339 9781118183304 1118183304
Edizione	[1st ed.]
Descrizione fisica	1 online resource (366 p.)
Collana	Wiley series in probability and statistics
Disciplina	610.72/4
Soggetti	Clinical trials - Statistical methods Bayesian statistical decision theory Mathematical statistics
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 indexes.
Nota di contenuto	Fundamentals of clinical trials -- Frequentist versus Bayesian statistics -- Phase I trial design -- Phase II trial design -- Phase III trial design -- Adaptive randomization -- Late onset toxicity -- Drug combination trials -- Targeted therapy design.
Sommario/riassunto	A balanced treatment of the theories, methodologies, and design issues involved in clinical trials using statistical methods There has been enormous interest and development in Bayesian adaptive designs, especially for early phases of clinical trials. However, for phase III trials, frequentist methods still play a dominant role through controlling type I and type II errors in the hypothesis testing framework. From practical perspectives, Clinical Trial Design: Bayesian and Frequentist Adaptive Methods provides comprehensive coverage of both Bayesian and

frequentist approaches to a
