

1. Record Nr.	UNISA996386751203316
Autore	Andrewes John <fl. 1615.>
Titolo	A celestiall looking-glasse, to behold the beauty of heaven [[electronic resource] ] : Which is the end of all our preaching, the drift of all our hearing, the fruit of all our beleaving, the effect of all our knowledge, and the maine point of all our profession; that we may so liue, whereby we may enjoy this blessed and euerlasting kingdome. Dedicated unto all the elect children of God. // Newly published by Iohn Andrewes, preacher of Gods word: being first seene and allowed.
Pubbl/distr/stampa	London : , : Printed for F. Coles, at the vpper end of the Old-Baily, neere Newgate., 1635
Descrizione fisica	[23] p
Soggetti	Heaven
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Printer's ornament on t.p., headpieces, initials, printed marginalia. Signatures: A B. Imperfect: pages cropped and tightly bound with slight loss of text. Reproduction of original in: Trinity College (Dublin, Ireland). Library.
Sommario/riassunto	eebo-0159

2. Record Nr.	UNINA9910813904803321
Autore	Koch Jorg
Titolo	Marktforschung : grundlagen und praktische anwendungen / / Jorg Koch, Peter Gebhardt, Florian Riedmuller
Pubbl/distr/stampa	Berlin, [Germany] : , : De Gruyter Oldenbourg, , 2016 ©2016
ISBN	3-11-041411-2 3-11-042618-8
Edizione	[7., uberarbeitete und aktualisierte Auflage.]
Descrizione fisica	1 online resource (342 p.)
Collana	De Gruyter Studium
Classificazione	QW 300
Disciplina	658.83
Soggetti	Marketing research Marketing research - Consumer behavior
Lingua di pubblicazione	Tedesco
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	Frontmatter -- Vorwort -- Inhaltsverzeichnis -- A. Methodische Grundlagen der Marktforschung -- 1. Grundlagen der Marktforschung -- 2. Auswahlverfahren -- 3. Methoden der Informationsgewinnung -- B. Spezielle Anwendungsfelder der Marktforschung in der Praxis -- 1. Panel- bzw. Trackingforschung -- 2. Tests und Testmarktforschung -- 3. Werbewirkungsforschung -- 4. Einstellungsforschung -- 5. Marken- und Markenwertforschung -- 6. Segmentationsforschung -- 7. Competitive Intelligence -- 8. Marktforschung im Handel -- 9. Mediaforschung -- 10. Online-Marktforschung -- 11. Internationale Marktforschung -- C. Analyse und Dokumentation von Marktforschungsergebnissen -- 1. Datenauswertung und -analyse -- 2. Prognoseverfahren -- 3. Dokumentation und Präsentation von Ergebnissen -- Literaturverzeichnis/ -empfehlungen -- Sachwortregister

3. Record Nr.	UNINA9910349439903321
Autore	Miettinen Olli S
Titolo	Clinical Research Transformed / / by Olli S. Miettinen, Johann Steurer, Albert Hofman
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-06176-0
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (307 pages)
Disciplina	616.0072 610.72
Soggetti	Medicine Epidemiology Public health Biometry Statistics Artificial intelligence Biomedicine, general Public Health Biostatistics Statistics for Life Sciences, Medicine, Health Sciences Artificial Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Foreword -- Preface -- Acknowledgements -- Essence of Clinical Medicine -- Essence of Clinical Research -- Clinical Research and Clinical Medicine at present -- Clinical Research Transformative of Clinical Medicine -- Core Concepts of Epidemiology and Epidemiological Research -- The Epidemiological Interface of Gnostic Clinical Research -- The Logistic Regression Model -- Statistics from the Model's Fitting to Gnostic Data -- The Types of Diagnostic Challenge and Needs for Knowledge -- Harvesting Experts' Diagnostic Probability Estimates -- Objects Design for a Diagnostic Probability Study -- Methods Design for a Diagnostic Probability Study -- The

Bayes' Theorem Framework for Diagnostic Research -- Research Focused on Diagnostic Tests -- Introduction to Etiognostic Research -- Objects Design for an Etiognostic Study -- Methods Design for an Etiognostic Study -- Introduction to Prognostic Research -- Example: Research on 'Hormone Replacement Therapy' -- Prognostic Probability Functions from Clinical-trial Data -- Non-experimental Intervention-prognostic Studies -- Intervention-prognostic Derivative Research -- Theory of Medicine Defining the Essential Missions for Clinical Research -- Theory of Clinical Research for Its Essential - Gnosis-serving - Missions -- Toward Worldwide Scientific Clinical Medicine -- Glossary -- Appendix 1: What about 'Machine Learning'?- Appendix 2: On Excellence of Epidemiologic Academia -- Index.

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## Sommario/riassunto

This book delineates the fundamental transformations that, according to its precepts, are now needed in the objects and methods of 'patient-oriented' clinical research, in order to make it genuinely patient-relevant. These transformations are presented as providing for transition from today's 'evidence-based' practices (advocated by 'clinical epidemiologists') to knowledge-based succedanea of these. While those existing practices vary according to doctors' personal opinions about the burden of the available evidence, their knowledge-based succedanea will be essentially invariant across individual doctors, as they'll be guided by 'expert systems' (imbedded in cyberspace). At issue in this is transformation in what the authors present as the very essence of clinical medicine, namely clinical doctors' esoteric ad-hoc knowing: "gnosis." This is clinical doctors' knowing — probabilistic — about relevant-but-hidden truths about their patients' health, and constitutes the basis for their teaching ("doctoring") the patients about these esoteric insights. The probabilities are 'personalized' in the meaning of their specificity to the cases' gnostic profiles. Genuinely patient-relevant clinical knowledge this book presents as the requisite basis for three species of clinical doctors' gnosis: diagnosis — knowing about whether a particular type of illness is present (though hidden) in the patient; etiognosis — knowing about whether the patient's illness was caused by a particular antecedent of it; and prognosis — knowing about the patient's future health, including as to its dependence on the choice of treatment. Pivotal in gnostic clinical research this book presents to be the studies' objects design in terms of a statistical model for the rate of occurrence of the entity of health in question, in a defined domain of case presentations. The essentials of the studies' methods designs are deduced from their objects designs. Study of this book — on the theory of "meta-epidemiological clinical research" — is essential preparation for teaching 'patient-oriented' clinical research and for actual design & conduct of the studies and of their critical reviews. And by the same token, study of this book is essential preparation for the needed replacement of 'case-based learning' of clinical medicine, for suitably-learned teaching of the practice of clinical medicine — focused on the status quo of the scientific knowledge-base for (gnoses in) the discipline ('specialty') at issue.

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