

1. Record Nr.	UNINA9910798841103321
Autore	Kihn Martin
Titolo	Customer data platforms : use people data to transform the future of marketing engagement // Martin Kihn, Chris O'Hara
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2021] ©2021
ISBN	1-119-79013-1 1-119-79012-3
Descrizione fisica	1 online resource (xii, 227 pages)
Disciplina	658.8
Soggetti	Marketing Data-analyse Direct marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The customer data conundrum -- The brief, wondrous life of customer data management -- What is a CDP, anyway? -- Organizing customer data -- Build a first-party data asset with consent -- Building a customer-driven marketing machine -- Adtech and the data management platform -- Beyond marketing putting sales, service, and commerce data to work -- Machine learning and artificial intelligence -- Orchestrating a personalized customer journey -- Connected data for analytics -- Summary and looking ahead.
Sommario/riassunto	"Never before has there been such a stark dichotomy in marketing: customers demand the type of deep personalization from brands that technology companies like Netflix and Amazon deliver, but they are increasingly leery of offering the type of personal data required to make it happen. Over the years companies have built byzantine "stacks" of various marketing and advertising technology to try and deliver the fabled "right person, right message, right time" experience to deliver on customer journeys, but have found themselves stuck with a hot mess of siloed systems, disconnected processes, and legacy technical debt. Riding in like a white knight, Customer Data Platforms have come to the fore, offering companies a seemingly plug-and-play way to

capture, unify, activate and analyze customer data. CDPs are the hottest technology category for marketers today, a growing category with over 100 different companies, and a hot topic at industry events and in industry press. But are CDPs worthy of the hype? Customer Driven takes a deep dive into everything CDP and breaks down the fundamentals, including how to: -Understand the problems of managing customer data -Define the category and understand what CDPs do (and don't do) -Organize and harmonize customer data for use in marketing -Build a safe, compliant first party data asset your brand can use as fuel -Create a data-driven culture that puts customers at the center of everything you do -Understand how to leverage AI and machine learning to drive the future of personalization -Orchestrate modern customer journeys that react to customers in real-time -Power analytics with customer data to get closer to true attribution"--

2. Record Nr.	UNINA9910830543503321
Titolo	Queenan's management of high-risk pregnancy : an evidence-based approach // edited by Charles J. Lockwood, Catherine Y. Spong
Pubbl/distr/stampa	Hoboken, NJ : , : Wiley-Blackwell, , 2024
ISBN	1-119-63654-X 1-119-63653-1
Edizione	[7th ed.]
Descrizione fisica	1 online resource (502 pages)
Disciplina	618.3
Soggetti	Pregnancy Complications Pregnancy, High-Risk Evidence-Based Medicine - methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- List of Contributors -- Foreword -- Preface -- Acknowledgments -- Part 1 Factors of High-Risk Pregnancy -- Chapter 1 Overview of High-Risk Pregnancy -- Chapter 2 Nutrition in Pregnancy -- Fetal growth -- Body

mass index, weight gain, and adverse pregnancy outcomes -- Obesity -- Nutrition assessment and counseling -- Food security -- Energy intake during pregnancy -- Healthy dietary pattern in pregnancy -- Multivitamins -- Micronutrients in pregnancy -- Iron -- Folate/folic acid -- Calcium -- Vitamin D -- Iodine -- Vitamin toxicity -- Caffeine consumption in pregnancy -- Seafood consumption in pregnancy -- Multifetal pregnancy -- Nutrition during lactation -- Conclusion -- References -- Chapter 3 Alcohol and Substance Use Disorder -- Introduction -- Screening and testing for substance use disorder -- Alcohol -- Maternal effects -- Effects on the fetus -- Prenatal treatment -- Opioids -- Maternal effects -- Effects on the fetus -- Prenatal treatment -- Intrapartum and postpartum care -- Cannabis -- Stimulants -- Vaping (E-cigarettes) -- Benzodiazepines -- References -- Chapter 4 Environmental Agents and Reproductive Risk -- Background incidence of adverse outcome -- Biologic evidence of toxicity -- General principles -- Specific agents -- Lead -- Mercury -- Pesticides and herbicides -- Polychlorinated biphenyls -- Polybrominated diphenyl ethers -- Organic solvents -- Perfluorochemicals -- Video display terminals -- Bisphenol A -- Phthalates -- Air pollutants -- References -- Part 2 Genetics -- Chapter 5 Genetic Screening for Mendelian Disorders -- Family history -- Mendelian inheritance -- Carrier screening -- Carrier screening guidelines -- Hemoglobinopathies -- Cystic fibrosis -- Spinal muscular atrophy -- Fragile X syndrome -- Jewish genetic diseases -- Prenatal diagnosis -- Newborn screening. References -- Chapter 6 Screening for Congenital Heart Disease -- Introduction -- Screening low-risk populations -- Benefits of cardiac screening -- High-risk populations for fetal echocardiography -- Normal fetal heart anatomy -- Technique -- Two-dimensional cross-sectional imaging -- Four-chamber view -- Ventricular outflow tracts -- Three-vessel and three-vessel trachea views -- Additional cardiac views -- Color Doppler imaging -- Expectations from cardiac screening -- Four-chamber view -- Addition of outflow tract views and three-vessel views -- Conclusion -- References -- Chapter 7 First- and Second-Trimester Screening for Fetal Aneuploidy and Neural Tube Defects -- First-trimester sonographic screening -- Combined first-trimester serum and sonographic screening -- First-trimester cystic hygroma -- Second-trimester sonographic screening -- Second-trimester serum screening -- Combined first- and second-trimester screening -- Screening in multiple gestations -- Screening for neural tube defects -- Cell-free fetal DNA (cffDNA) screening for fetal aneuploidy -- Scientific basis of cffDNA screening -- Limitations of cffDNA screening -- CffDNA screening performance -- Implementation of cffDNA testing in clinical practice -- References -- Part 3 Fetal Assessment -- Chapter 8 Sonographic Dating and Standard Fetal Biometry -- Pregnancy dating -- First trimester -- Second and third trimesters -- Estimation of fetal weight -- Macrosomia -- Fetal growth restriction -- Definition -- Symmetric versus asymmetric -- Timing of diagnosis -- Risk factors -- Outcome -- Management -- Fetal arterial Doppler -- Venous Doppler and fetal growth restriction -- Clinical application -- References -- Chapter 9 Antepartum Fetal Monitoring -- Nonstress test -- Biophysical profile -- Modified biophysical profile (NST/amniotic fluid volume) -- Doppler velocimetry -- References. Chapter 10 Interpreting Intrapartum Fetal Heart Tracings -- Components of EFM documentation -- Baseline FHR -- Baseline FHR variability -- Accelerations -- Decelerations -- Uterine contractions -- Changes and trends in FHR over time -- Interpretation of EFM --

Category I -- Category III -- Category II -- Management of FHR abnormalities in labor -- Placement of internal monitors (intrauterine pressure catheter, fetal scalp electrode) -- Tachysystole with fetal heart rate changes -- Maternal hypotension -- Maternal repositioning -- Intravenous fluid bolus -- Maternal hyperoxygenation -- Amnioinfusion -- Fetal stimulation -- Future directions -- References -- Part 4 Maternal Disease -- Chapter 11 Sickle Cell Anemia -- Hemoglobin SCD -- Hemoglobin S/-thalassemia disease -- Management during pregnancy -- Acute pain -- Chronic pain -- Prophylactic red blood cell transfusions -- Other treatments -- Fetal assessment -- Labor and delivery -- Genetic evaluation -- CASE PRESENTATION -- References -- Chapter 12 Anemia -- Consequences -- Causes of anemia in pregnancy -- Diagnostic workup and treatment -- Macrocytic anemia -- Normocytic anemia -- Microcytic anemia -- Iron supplementation in pregnancy -- Treatment of iron deficiency anemia -- References -- Chapter 13 Thrombocytopenia -- Maternal thrombocytopenia -- Gestational thrombocytopenia -- Autoimmune thrombocytopenia -- HELLP -- Thrombotic thrombocytopenic purpura and atypical hemolytic uremic syndrome -- Other causes -- Fetal thrombocytopenia -- Autoimmune thrombocytopenia -- Alloimmune thrombocytopenia -- References -- Chapter 14 Inherited and Acquired Thrombophilias -- Overview of hemostasis changes during pregnancy -- Inherited thrombophilias -- Factor V Leiden -- Prothrombin gene mutation (G2021A) -- Protein C deficiency -- Protein S deficiency -- Antithrombin deficiency -- Acquired thrombophilia. Antiphospholipid antibody syndrome -- Management considerations in patients with inherited or acquired thrombophilia -- Inherited thrombophilia -- Antiphospholipid antibody syndrome -- Summary -- References -- Chapter 15 Thromboembolic Disorders -- Physiology of hemostasis -- Platelet plug formation -- The coagulation cascade -- Endogenous anticoagulants -- Pathophysiology of and risk factors for thrombosis in pregnancy -- Diagnosis of venous thromboembolism -- Deep venous thrombosis -- Pulmonary embolus -- Conclusion -- References -- Chapter 16 Cardiac Disease in Pregnancy -- Risk assessment and risk-appropriate care -- Antenatal care and optimization -- First trimester -- Second trimester -- Third trimester -- Multidisciplinary delivery planning -- Mode of delivery -- Analgesia and anesthesia -- Monitoring and emergency preparedness -- Postpartum and interconception care -- Conclusion -- References -- Chapter 17 Renal Disease -- Physiological changes in renal function during pregnancy -- Anatomic changes in the urinary tract during pregnancy -- Renal disease in pregnancy -- Proteinuria -- Chronic kidney disease -- Mild renal insufficiency -- Moderate and severe renal insufficiency -- Hypertensive disorders with renal insufficiency -- Renal dialysis -- Renal transplantation -- Management of pregnancies complicated by renal disease -- Conclusion -- References -- Chapter 18 Pregnancy in Transplant Patients -- Prepregnancy assessment and counseling -- Antepartum care -- Review of common agents for maintenance immunosuppression -- Kidney transplant -- Other organ transplant patients -- Kidney-pancreas -- Liver -- Heart -- Lung -- Other transplant groups -- Uterus -- Intrapartum management -- Obstetric emergencies -- The baby -- References -- Chapter 19 Gestational Diabetes Mellitus -- Risk factors for gestational diabetes. Therapeutic modalities in gestational diabetes -- Antenatal testing -- Delivery: when and how to deliver -- Postpartum considerations -- References -- Chapter 20 Diabetes Mellitus -- Initial evaluation -- Regulating maternal glycemia -- Management during pregnancy -- Management of insulin during labor -- References -- Chapter 21

Thyroid Disorders -- Diagnosis -- Additional studies -- Hypothyroidism -- Implications for pregnancy -- Treatment -- Hyperthyroidism -- Implications for pregnancy -- Management -- Thyroid storm management [3,4,10] -- References -- Chapter 22 Asthma -- Definition of asthma -- Effect of pregnancy on the course of asthma -- Clinical observations -- Mechanisms -- Effect of asthma on pregnancy -- Clinical observations -- Mechanisms -- Diagnosis of asthma during pregnancy -- Management -- Assessment and monitoring -- Control of factors contributing to severity -- Patient education -- Pharmacologic therapy -- Chronic asthma -- Acute asthma -- Management during labor and delivery -- Conclusion -- References -- Chapter 23 Epilepsy -- Contraception -- Fertility -- Preconception counseling -- Folic acid -- Seizures during pregnancy -- ASM risks: Structural and neurodevelopmental teratogenicity -- Management during pregnancy -- Prenatal screening -- ASM levels -- Peripartum care -- Labor and delivery -- Maternal outcomes -- Postpartum care -- ASM management and seizure risk -- Breastfeeding -- Postpartum depression -- Summary -- References -- Chapter 24 Chronic Hypertension -- Definition -- Diagnosis -- Preconceptional counseling -- Morbidity and mortality -- Diagnosis and evaluation in pregnancy -- Treatment during pregnancy -- Antepartum fetal assessment -- Delivery -- Postpartum care -- References -- Chapter 25 Systemic Lupus Erythematosus -- Epidemiology -- Etiology -- Pathogenesis -- Differential diagnosis -- Morbidity. General morbidity and mortality.

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### Sommario/riassunto

"In this new edition we have focused on including topics most critical to providing good care, each written by outstanding authorities on the subject to ensure they are focused, timely, and authoritative. This dynamic process requires adding new chapters as the evidence dictates and eliminating others so that the reader is presented with the most clinically useful contemporary information. We are delighted to ensure John T. Queenan's legacy continues in this latest edition, as we are committed to his vision and inspiration to have clear, concise protocols that ensure that busy practitioners have needed information at their fingertips. The seventh edition comes at a time when health care has experienced a pandemic, virtual visits and encounters are increasingly common, and health care settings continue to rapidly evolve. We continue to emphasize evidence-based information and clinical practicality and included chapters addressing timely topics such as infectious diseases in pregnancy, vaping, operative vaginal delivery, postpartum hemorrhage, and pregnancies in women with disabilities. To ensure applicability for health professionals in developing countries we have protocols on maternal anemia, malaria, and HIV infection"--

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3. Record Nr.	UNINA9910960696403321
Autore	Byron Robert <1905-1941.>
Titolo	The Byzantine achievement : an historical perspective, A.D. 330-1453 / Robert Byron
Pubbl/distr/stampa	New York, : Routledge, 2011 New York : , : Routledge, , 2011 ©1929
ISBN	1-136-46229-5 0-203-12739-0 1-283-84475-3 1-136-46230-9
Descrizione fisica	1 online resource (368 p.)
Collana	Routledge revivals
Disciplina	949.5/02 949.502
Soggetti	Byzantine Empire Civilization Byzantine Empire History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published in 1929 by George Routledge & Sons Ltd"--T.p. verso.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; The Byzantine Achievement; Copyright Page; Contents; Foreword by Richard Lockett; Author's Note; Part I.-The Historical Image; Chapter I. The Historian; Chapter II. The Greeks; Chapter III. The Byzantines; Part II.-The Anatomy; Chapter IV. The Triple Fusion; Chapter V. The Imperial Chronology; Chapter VI. The Substance of the State; Chapter VII. Trade and the Byzant; Chapter VIII. The Quest of Reality; Chapter IX. Culture; Chapter X. The Joyous Life; Chapter XI. Battle for Europe; Bibliography; Index
Sommario/riassunto	First published in 1929, this highly influential study offers a historical perspective on the Byzantine Empire, from the establishment of Constantinople by Emperor Constantine around 330 AD, through to the fall of Constantinople at the hands of the Ottoman Empire in 1453 AD. Byron's work considers the empire in its entirety, assessing the highs and lows across a thousand year period. He provides insights into trade, culture, the organs of state, religion, the imperial rulers, and the battle with the Ottoman Empire, which would ultimately end in the fall

