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	Sommario/riassunto	Personalized medicine has the potential to change the way we think about, identify, and manage health problems. In the pharmaceutical

industry, it is already having an exciting impact on both clinical research and patient care. This impact will continue to grow as our understanding and technologies improve. With contributions from well-known industry leaders in clinical development, this book covers the practical aspects of personalized medicine, focusing on issues that have direct application in the industry. Topics include designs for targeted therapy, adaptive designs, evidence-based adaptive statistical decisions, and design strategies for maximizing the efficiency of clinical oncology--