

1. Record Nr.	UNINA9911046546903321
Autore	Muller Bottura Ricardo
Titolo	Genetics and Sports Performance // edited by Ricardo Muller Bottura
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2026
ISBN	3-032-11647-3
Edizione	[1st ed. 2026.]
Descrizione fisica	1 online resource (252 pages)
Collana	Biomedical and Life Sciences Series
Disciplina	796.015
Soggetti	Sports sciences Genetics Biology - Technique Genomics Human physiology Sport Science Genetics and Genomics Genomic Analysis Human Physiology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Genetics Applied to Sports -- History of Scientific Research in Genetics and Sports -- Genetics and Exercise Physiology -- Genetics and Sports Nutrition -- Genetic Influences on Inflammation, Oxidative Stress, and Recovery in Sports Performance -- Genomics and Soccer Performance: From Genetic Markers to Applied Interventions -- Precision Training in Endurance Sports: A Genomic Case Study of an Elite Open Water Swimmer -- Integrating Genomics in Track and Field: Insights from Retrospective and Prospective Case Studies -- From Genetic Testing to Precision Sport: Limitations, Ethical Issues, and Future Perspectives.
Sommario/riassunto	This book explores how advances in genomic science are transforming the way athletes train, recover and perform. Bringing together experts in genetics, physiology, nutrition, and strength and conditioning, it bridges the gap between research and real-world application, presenting practical strategies for coaches and practitioners that have

been developed over nearly a decade of translating molecular discoveries into actionable insights. Organized from foundational to applied perspectives, the book begins with the principles of DNA structure, gene expression, inheritance and epigenetic regulation before advancing to genetic influences on exercise physiology, nutrition, inflammation, oxidative stress and recovery. Detailed chapters examine the roles of key genes and polymorphisms, such as ACTN3, ACE, PPARGC1A and COL5A1, in determining strength, endurance and susceptibility to injury. Applied case studies demonstrate how genomic information can inform personalized training and monitoring in endurance and power sports, with examples from track and field, open-water swimming, and team sports. The final chapters address ethical considerations, methodological limitations and the integration of multi-omics and artificial intelligence in the era of precision sports science. Genetics and Sports Performance is written for researchers, students, and applied professionals and offers a balanced, evidence-based framework for using genetic insights responsibly and effectively to enhance human performance while respecting its biological and ethical complexity.

2. Record Nr.	UNINA9910955385403321
Autore	Moore Karl <1955-, >
Titolo	Marketing : the basics / / Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-135-22590-7 1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Classificazione	85.40
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - Management
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	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI

3. Record Nr.	UNINA9910959832003321
Autore	Filtzer Donald A.
Titolo	Soviet workers and late Stalinism : labour and the restoration of the Stalinist system after World War II / / Donald Filtzer
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2002
ISBN	9780511094156 0511094159 9781107125957 1107125952 9781280163517 1280163518 9780511120695 0511120699 9780511042553 0511042558 9780511158179 0511158173 9780511329982 0511329989 9780511497162 0511497164 9780511045721 0511045727
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xviii, 276 pages) : digital, PDF file(s)
Disciplina	331.110947
Soggetti	Labor - Soviet Union - History Labor policy - Soviet Union - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : the political imperatives of the postwar recovery -- Rebuilding the workforce : free, slave, and indentured labour -- The food crisis of 1946-1947 -- Attenuated recovery : the end of rationing,

housing, and health -- 'Socializing' the next generation : the position of young workers -- Labour discipline and criminal law : the futility of repression -- The industrial enterprise : working conditions, work organization, and wage determination -- Conclusion : labour and the 'renormalization' of Stalinist social relations.

Sommario/riassunto

Soviet Workers and Late Stalinism is a study of labour and labour policy during the critical period of the Soviet Union's postwar recovery and the last years of Stalin. It is also a detailed social history of the Soviet Union in these years, for non-Russian readers. Using previously inaccessible archival sources, Donald Filtzer describes the tragic hardships faced by workers and their families right after the war; conditions in housing and health care; the special problems of young workers; working conditions within industry; and the tremendous strains which regime policy placed not just on the mass of the population, but on the cohesion and commitment of key institutions within the Stalinist political system, most notably the trade unions and the procuracy. Donald Filtzer's subtle and compelling book will interest all historians of the Soviet Union and of socialism.
