1. Record Nr. UNISA990000405310203316

Autore	BENDAZZI, Giannalberto
Titolo	Topolino e poi : cinema d'animazione dal 1988 ai giorni nostri / Giannalberto Bendazzi
Pubbl/distr/stampa	Milano : Il formichiere (, 1978)
Descrizione fisica	250 p., 16 c. di tav. : ill. ; 22 cm
Collana	Cinema
Disciplina	741.58
Soggetti	Disegni animati - Storia
Collocazione	XIII.2. Coll.4/ 6(XVI D Coll. 4/5)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr. UNINA9910829904503321

Titolo	Fragment-based approaches in drug discovery [[electronic resource] /] / edited by Wolfgang Jahnke and Daniel A. Erlanson
Pubbl/distr/stampa	Weinheim, : Wiley-VCH [Chichester, : John Wiley, distributor], c2006
ISBN	1-280-72281-9 9786610722815 3-527-60876-1 3-527-60860-5
Descrizione fisica	1 online resource (393 p.)
Collana	Methods and principles in medicinal chemistry ; ; 34
Altri autori (Persone)	JahnkeWolfgang ErlansonDaniel A
Disciplina	615 615.1901
Soggetti	Drug development Ligands (Biochemistry)
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	Fragment-based Approaches in Drug Discovery; Contents; Preface; A Personal Foreword; List of Contributors; Part I: Concept and Theory; 1 The Concept of Fragment-based Drug Discovery; 1.1 Introduction; 1.2 Starting Small: Key Features of Fragment-based Ligand Design; 1.2.1 FBS Samples Higher Chemical Diversity; 1.2.2 FBS Leads to Higher Hit Rates; 1.2.3 FBS Leads to Higher Ligand Efficiency; 1.3 Historical Development; 1.4 Scope and Overview of this Book; References; 2 Multivalency in Ligand Design; 2.1 Introduction and Overview; 2.2 Definitions of Terms 2.3 Selection of Key Experimental Studies2.3.1 Trivalency in a Structurally Simple System; 2.3.2 Cooperativity (and the Role of Enthalpy) in the "Chelate Effect"; 2.3.3 Oligovalency in the Design of Inhibitors to Toxins; 2.3.4 Bivalency at Well Defined Surfaces (Self-assembled Monolayers, SAMs); 2.3.5 Polyvalency at Surfaces of Viruses, Bacteria, and SAMs; 2.4 Theoretical Considerations in Multivalency; 2.4.1 Survey of Thermodynamics; 2.4.2 Additivity and Multivalency; 2.4.3 Avidity and Effective Concentration (C(eff)); 2.4.4 Cooperativity is Distinct from Multivalency 2.4.5 Conformational Entropy of the Linker between Ligands2.4.6 Enthalpy/Entropy Compensation Reduces the Benefit of Multivalency; 2.5 Representative Experimental Studies; 2.5.1 Experimental Techniques Used to Examine Multivalent Systems; 2.5.1.1 Isothermal Titration Calorimetry; 2.5.1.2 Surface Plasmon Resonance Spectroscopy; 2.5.1.3 Surface Assays Using Purified Components (Cell-free Assays); 2.5.1.4 Cell-based Surface Assays; 2.5.2 Examination of Experimental Studies in the Context of Theory; 2.5.2.1 Trivalency in Structurally Simple Systems 2.5.2.2 Cooperativity (and the Role of Enthalpy) in the "Chelate Effect" 2.5.2.3 Oligovalency in the Design of Inhibitors of Toxins; 2.5.2.4 Bivalency in Solution and at Well Defined Surfaces (SAMs); 2.5.2.5 Polyvalency at Surfaces (Viruses, Bacteria, and SAMs); 2.6 Design Rules for Multivalent Ligands; 2.6.1 When Will Multivalency Be a Successful Strategy to Design Tight-binding Ligands?; 2.6.2 Choice of Scaffold for Multivalent Ligands; 2.6.2.1 Scaffolds for Oligovalent Ligands; 2.6.2.2 Scaffolds for Polyvalent Ligands; 2.6.3 Choice of Linker for Multivalent Ligands 2.6.3.1 Rigid Linkers Represent a Simple Approach to Optimize Affinity2.6.3.2 Flexible Linkers Represent an Alternative Approach to Rigid Linkers to Optimize Affinity; 2.6.4 Strategy for the Synthesis of Multivalent Ligands; 2.6.4.1 Polyvalent Ligands: Polymerization of Ligand Monomers; 2.6.4.2 Polyvalent Ligands: Functionalization with Ligands after Polymerization; 2.7 Extensions of Multivalency to Lead Discovery; 2.7.1 Hetero-oligovalency Is a Broadly Applicable Concept in Ligand Design; 2.7.2 Dendrimers Present Opportunities for Multivalent Presentation of Ligands 2.7.3 Bivalency in the Immune System
Sommario/riassunto	This first systematic summary of the impact of fragment-based approaches on the drug development process provides essential information that was previously unavailable. Adopting a practice-oriented approach, this represents a book by professionals for professionals, tailor-made for drug developers in the pharma and biotech sector who need to keep up-to-date on the latest technologies and strategies in pharmaceutical ligand design. The book is clearly divided into three sections on ligand design, spectroscopic techniques,

and screening and drug discovery, backed by numerous case studies.

3. Record Nr. UNINA9910844695703321

Titolo	1996 Medical and health annual
Pubbl/distr/stampa	Chicago, : Encyclopedia Britannica, Inc., 1996
Descrizione fisica	512 p. : ill. ; 29 cm
Disciplina	610.3 610.5
Locazione	FAGBC
Collocazione	A MIC 668
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

4.

Record Nr.	UNINA9910298358403321
Autore	Rubinstein Helena
Titolo	Applying Behavioural Science to the Private Sector : Decoding What People Say and What They Do / / by Helena Rubinstein
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2018
ISBN	9783030016982 3030016986
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (147 pages)
Disciplina	658.8343 658.812
Soggetti	Psychology, Industrial Personality Difference (Psychology) Community psychology Economics - Psychological aspects Consumer behavior Work and Organizational Psychology Personality and Differential Psychology Community Psychology Economic Psychology Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Theory and principles of behavioural science -- Chapter 1: An overview of behavioural science: Why businesses don’t use it and why they should -- Chapter 2: The difficulty of predicting behaviour: Why existing market research methods aren’t good enough -- Chapter 3: The science behind behaviour: Why evidence-based theories and models are useful -- Chapter 4: The application of theory to intervention design: Why a structured process is vital -- Part II Embedding behavioural science in the business -- Chapter 5: The integration of behavioural science into business: How to overcome

resistance to using it in in the organisation -- Chapter 6: The importance of multiple perspectives: How to make behavioural science work in multidisciplinary teams -- Chapter 7: A case study of using behavioural science in practice: How Southwest Airlines used it to improve the boarding experience -- Chapter 8: The ethical risks of using behavioural science: How to avoid its misuse -- Chapter 9: The benefits of applying behavioural science to business: How to get the most value from behavioural science.

Sommario/riassunto

This book demonstrates how applying behavioural science to commercial problems can effectively help businesses to understand and achieve the best outcomes for their customers. Bringing together theory and practice the author describes how approaches underpinning behavioural science can be adapted to the fast-moving environment of the private sector. The first part of the book discusses the underlying theory and principles behind behavioural science. It outlines the history of the discipline, explaining how behavioural scientists use theories and models of behaviour, and discussing why behaviour is so hard to predict. It then describes how the theory can be applied to designing products, services and interventions. In Part II Rubinstein uses several key case studies to explore the challenges of integrating behavioural science into established practices, considering how to use behavioural science in multidisciplinary teams and why this might be useful. She addresses concerns about the ethics of using behavioural science in this context before describing the value of applying behavioural science to business and how best to realise its potential. This book is a must-read for both practitioners and academics interested in applying the science of behaviour to real-world challenges. Helena Rubinstein is Head of Behavioural Science at Innovia Technology and works with major global corporations across many different sectors. She has held senior positions in advertising and communications. Her academic background is in social and health psychology, and she lectures at the University of Cambridge, UK, on the application of social psychology to social issues.