Preface

Personalized medicine, which simply means selection of treatment best suited for
an individual, involves integration and translation of several new technologies in
clinical care of patients. The scope is much broader than indicated by the term
genomic medicine, because many non-genomic factors are taken into consideration
in developing personalized medicine. Basic technologies for personalized medi-
cine, of which molecular diagnostics has the biggest share, are mentioned briefly
and appropriate references are given for further information. Commercial aspects
are discussed briefly in a chapter and detailed analysis of markets and companies
involved in personalized medicine is presented in a special report on this topic.

There is increasing interest in personalized medicine. Considerable advances
have taken place in molecular biology and biotechnology to make personalized
medicine a viable option, but some misconceptions still exist, both in the academic
and in the commercial sectors. There is lack of a suitable source of information that
provides both the fundamentals as well as applications of personalized medicine.
As the latest version of the first monograph on personalized medicine published in
1998, this volume, Textbook of Personalized Medicine, summarizes the author’s
efforts during the past decade as well as reviews selected studies done during this
period in a readable format for the physicians and scientists. It is hoped that physi-
cians, pharmacists, scientists, and interested lay readers with basic scientific knowl-
edge will find this book useful.

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Textbook of Personalized Medicine
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2009, XXVI, 430 p., Hardcover
ISBN: 978-1-4419-0768-4