



Springer

1st
edition

2009, XXVI, 430 p.

Printed book

Hardcover

Printed book

Hardcover

ISBN 978-1-4419-0768-4

\$ 279,99

Available

Discount group

Professional Books (2)

Product category

Monograph

Other renditions

Softcover

ISBN 978-1-4899-8334-3

Biomedicine : Pharmaceutical Sciences / Technology

Jain, Kewal K., Jain PharmaBiotech, Basel, Switzerland

Textbook of Personalized Medicine

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 medicine, 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 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 physicians, pharmacists, scientists and interested lay readers with basic scientific knowledge will find this book useful.

Order online at springer.com/book sellers**Springer Nature Customer Service Center LLC**

233 Spring Street

New York, NY 10013

USA

T: +1-800-SPRINGER NATURE

(777-4643) or 212-460-1500

customerservice@springernature.com

ISBN 978-1-4419-0768-4 / BIC: TDCW / SPRINGER NATURE: SCB21010

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**