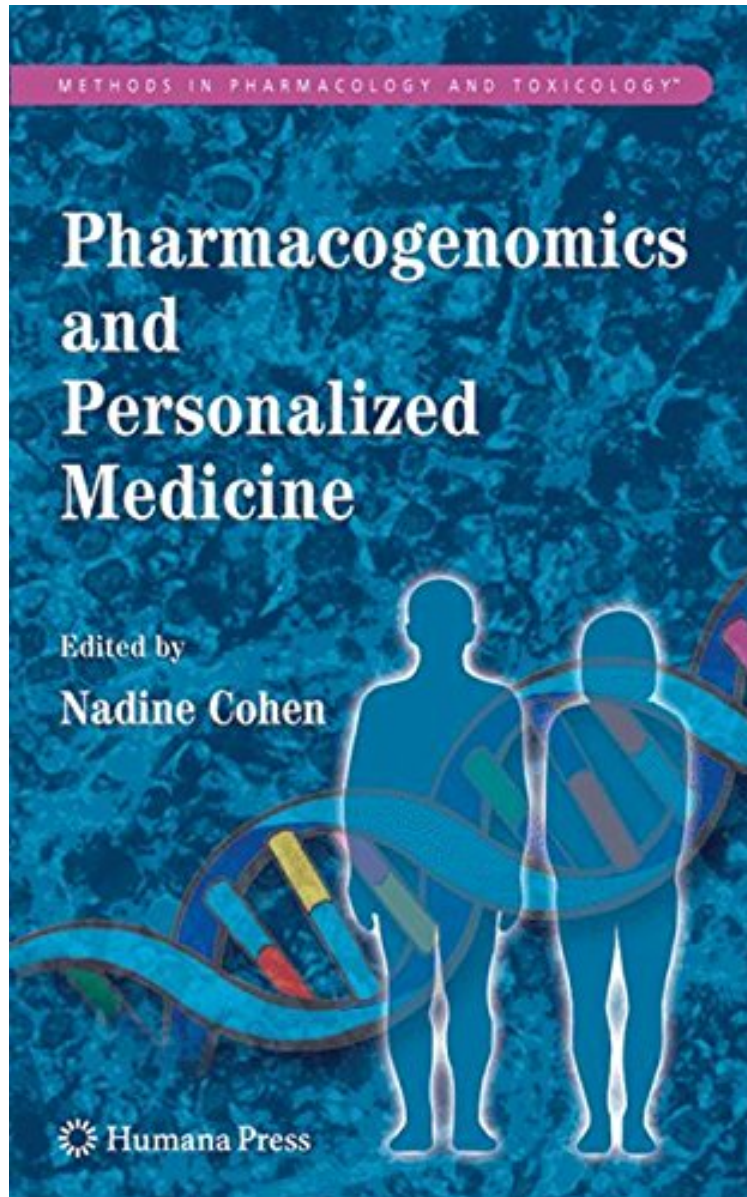


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concerns within the pharmaceutical industry about generating data that might be difficult to interpret in a regulated environment. There is also a growing appreciation for the challenges in translating this new information into clinical utility, including scientific, commercial, ethical, and policy challenges. *Pharmacogenomics and Personalized Medicine*, which is part of the *Methods in Pharmacology and Toxicology* series, comprises chapters on selected aspects of pharmacogenomics and personalized medicine. Our overall intent is to assist both novice and experienced investigators in understanding the current scientific challenges in applying PGx to discovery and clinical development and in making appropriate decisions to engage in and interpret PGx research. Designed to share the experiences of leading experts in the field, the book is a useful guide for conducting PGx research--from discovery to the market, but we also aim to present a realistic perspective on the challenges, practicalities, and obstacles in applying pharmacogenomics. Generally, the book avoids statements such as Pharmacogenomics is going to revolutionize the practice of medicine, which are neither realistic nor particularly useful to anyone. The book presents an industry perspective on the implementation of PGx in research and development, in drug discovery, and in clinical trials, including recommendations for a systematic approach for assessing the feasibility and added value of PGx studies in clinical trials.

From the reviews: "The purpose is to provide a practical and integrative view of the application of pharmacogenomics to personalized medicine. the information is valuable for scientists in academic, industrial, and healthcare areas who are striving to transform the current practice of medicine into personalized medicine. this one provides the most comprehensive discussion on how to apply pharmacogenomics to attain greater success in bringing personalized medicine to clinical practice." (Xiaobo Zhong, Doodys Service, January, 2009)From the Back CoverWith all of the multitude of challenges facing the pharmaceutical research and development process, the industry is actively exploring the relationships between human genetics and drug responsiveness, susceptibility to disease and disease severity. In *Pharmacogenomics and Personalized Medicine*, leading experts from the pharmaceutical industry, the scientific community and the government provide guidance for conducting pharmacogenomic research from discovery to the market, while also presenting a realistic perspective on the challenges, practicalities and obstacles in its application. Focusing on DNA data and associated analytical methodologies this volume includes a wide array of vital, cutting-edge research. Comprehensive and timely, *Pharmacogenomics and Personalized Medicine* will assist novice and experienced investigators alike in the understanding of the current scientific challenges in applying pharmacogenomics to drug discovery and clinical development.