



Textbook of Personalized Medicine

By Kewal K. Jain

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Advances in the technology used in personalized medicine and increased applications for clinical use have created a need for this expansion and revision of Kewal K. Jain's *Textbook of Personalized Medicine*. As the first definitive work on this topic, this book reviews the fundamentals and development of personalized medicine and subsequent adoptions of the concepts by the biopharmaceutical industry and the medical profession. It also discusses examples of applications in key therapeutic areas, as well as ethical and regulatory issues, providing a concise and comprehensive source of reference for those involved in healthcare management, planning and politics. Algorithms are included as a guide to those involved in the management of important diseases where decision-making is involved due to the multiple choices available.

Textbook of Personalized Medicine, Second Edition will serve as a convenient source of information for physicians, scientists, decision makers in the biopharmaceutical and healthcare industries and interested members of the public.

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Editorial Review

From the Back Cover

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About the Author

Professor K. K. Jain is trained in neurosurgery with specialist qualifications. He worked for 25 years in various academic positions and private practice worldwide mostly in Canada and the US. His clinical research interests during these years were use of lasers for microneurosurgery and hyperbaric oxygen. He has been involved in biotechnology since 1989, when he moved to Basel, Switzerland. He was elected a fellow of the Faculty of Pharmaceutical Medicine of the Royal Colleges of UK in 2000. He is the author of over 405 publications including 15 books and 48 special reports. Important books are *Textbook of Gene Therapy*, *Textbook of Hyperbaric Medicine* and *Handbook of Nanomedicine*. He is a member of editorial board of several journals and senior associate editor of *MedLink Neurology* (San Diego, California), a continuing education program for neurologists. Prof. Jain has been interested in integrating various biotechnologies to develop personalized medicine since 1997. He wrote the first report on personalized medicine, which was published in 1998 by Decision Resources Inc. The report titled *Personalized Medicine: scientific and commercial aspects* is continuously updated and published at Jain PharmaBiotech, Basel. He lectures and conducts workshops worldwide.

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