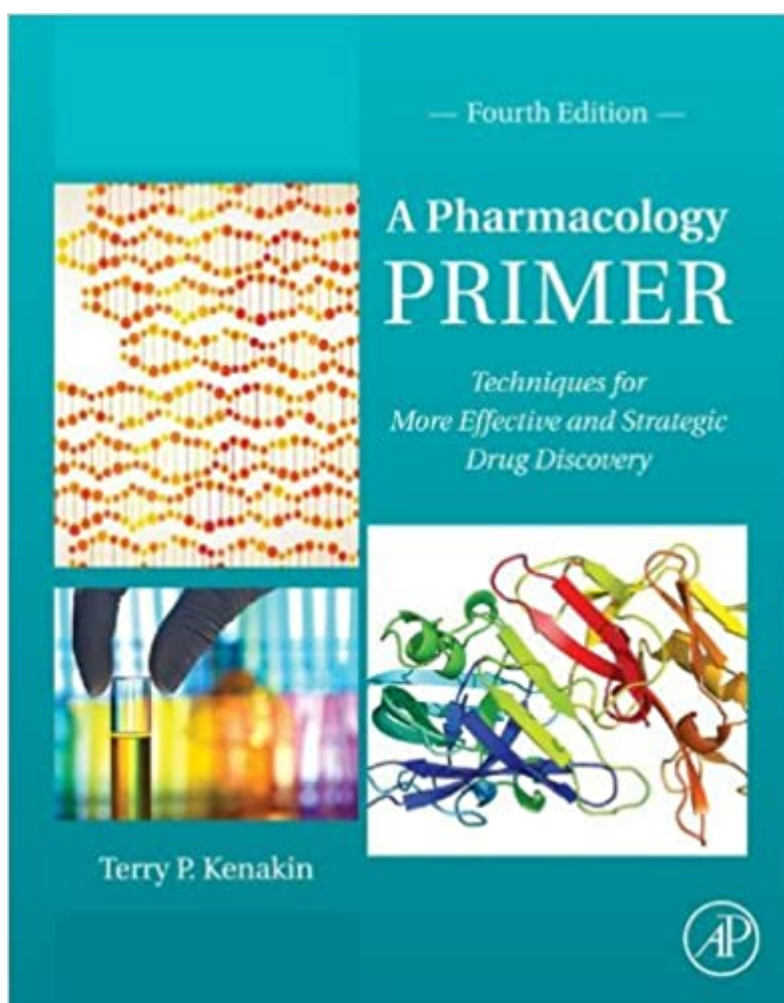


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# A Pharmacology Primer: Techniques For More Effective And Strategic Drug Discovery



## Synopsis

A Pharmacology Primer: Techniques for More Effective and Strategic Drug Discovery, 4th Edition features the latest ideas and research about the application of pharmacology to the process of drug discovery to equip readers with a deeper understanding of the complex and rapid changes in this field. Written by well-respected pharmacologist, Terry P. Kenakin, this primer is an indispensable resource for all those involved in drug discovery. This edition has been thoroughly revised to include material on data-driven drug discovery, biased signaling, structure-based drug design, drug activity screening, drug development (including pharmacokinetics and safety Pharmacology), and much more. With more color illustrations, examples, and exercises throughout, this book remains a top reference for all industry and academic scientists and students directly involved in drug discovery, or pharmacologic research. Highlights changes surrounding the strategy of drug discovery to provide you with a comprehensive reference featuring advances in the methods involved in lead optimization and more effective drug discovery. Includes a new chapter on data-driven drug discovery in terms of the optimal design of pharmacological experiments to identify mechanism of action of new molecules. Illustrates the application of rapid inexpensive assays to predict activity in the therapeutic setting, showing data outcomes and the limitations inherent in interpreting this data.

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## Customer Reviews

Now in its new (2009) third edition, Terry Kenakin's *Primer in Pharmacology* grows in strength and size. Updated from 2006, it is perhaps the most important reference work in the area. Presenting the basic premise(s) of drug action with numerous examples, Dr. Kenakin's pragmatic, lucid and thoughtful writings on pharmacology in the era of the genome represent the state of the art in the theory and practice of pharmacology in the 21st century. Well written, well presented, this book is essential reading for all those involved (even obliquely) in the discipline of pharmacology.

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