



José Javier Pérez-Barea

A practical application of Market Research

Development and Commercialization of a novel basophil-microarray device for the detection of allergic sensitization



A Practical Application of Market Research

Perez-Barea Jose Javier



One of the main objectives to take into account at the marketing procedures of a product is the provision of the guarantee to the clients in terms of what they want to buy or consume. The platform under development in this project comprises a two stage product: a complex protein microarray system that generates a full immunoglobulin profile of the patient and a cell basophil system that working on top of the array will identify the allergic interaction. In this project the Standard Operational Procedure (SOP) for the data processing analysis was established. Further the best mathematical model was optimized in order to classify, patients who presented immunologically related problems. It was used like marketings plan.

- [A Practical Course in Wooden Boat and Ship Building, the Fundamental Principles and Practical Methods Described in Detail, Especially Written for Carpenters and Other Woodworkers Who Desire to Engage in Boat or Ship Building, and as a Textbook for Schools -](#)
- [Power Pak Living for God in Victory](#)
- [POUR MON PAPA PAR DES ENFANTS](#)
- [Powers Reserved for the People and the States : A History of the Ninth and Tenth Amendments](#)
- [PP0226 Introduction to Databases + New Perspectives on Microsoft Office Access 2007](#)
- [The Power of God to Heal : All the Healings in the Bible to Help You Heal Yourself and Others](#)
- [Practical Bungalows and Cottages for Town and Country : Perspective Views and Floor Plans of Two Hundred Low and Medium Priced Houses and Bungalows](#)
- [Powder Punches](#)
- [Practical Course in Powder Metallurgy](#)