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Due to the increase in the consumption of herbal medicine, there is a need to know which scientifically based methods are appropriate for assessing the quality of herbal medicines. Fingerprinting has emerged as a suitable technique for quality estimation. Chemical markers are used for evaluation of herbal medicines. Identification and quantification of these chemical markers are crucial for quality control of herbal medicines. This book provides updated knowledge on methodology, quality assessment, toxicity analysis and medicinal values of natural compounds. This book, Experimental Pharmaceutical Organic Chemistry, is meant for D. Pharm and B. Pharm students. The book has been prepared in accordance with the latest syllabi of pharmacy courses. Chemistry is a fascinating branch of science. Practical aspects of chemistry are interesting due to colour reactions, synthesis of drugs, analysis and observation of beautiful crystal development. The important aspects involved in the practicals of pharmaceutical organic chemistry have been comprehensively covered in the book and the subject matter has been organized properly. The language is easy to understand. I hope the students studying pharmaceutical chemistry would be benefitted from this book. In the book, general and specific safety notes in detail are provided followed by explanation of common laboratory techniques like glassware handling, heating process, crystallization, filtration, drying, melting & boiling point, chromatography etc. A number of equipments, apparatuses and glass wares used in a pharmaceutical chemistry lab are also provided with diagrams. Specific qualitative methods for estimation of elements, functional groups and some individual compounds have been described. Derivative preparation of some organic compounds is presented to further confirm the presence of a particular compound. Syntheses of different organic and pharmaceutical compounds with chemical reaction have also been given. It is my belief that this book will cater to the needs of the Diploma and undergraduate pharmacy students during their study as well as after completion of their course. Constructive comments on the content and approach of the book from the readers will be highly appreciated. The purpose of this book is to provide the practitioner with the necessary tools and techniques with which to implement a systematic approach to process improvement initiatives using the Six Sigma methodology. Doctoral Thesis / Dissertation from the year 2012 in the subject Pharmicology, grade: 3.47, , course: Pharmaceutical Marketing, language: English, abstract: Common People and government authorities are usually concerned about the unethical pharmaceutical marketing practices in Pakistan, therefore; the researcher examines the unethical pharmaceutical marketing practices in Pakistan, and selected Karachi City as Case study for this purpose and analyze the impact of unethical marketing practices in pharmaceutical industry. This study not only evaluates the responsible variables for the unethical pharmaceutical marketing practices but also compare who is more responsible for these unethical pharmaceutical marketing practices in Pakistan. This study also examines, who has initiated these unethical pharmaceutical marketing practices in Pakistan and who is responsible for the continuation of these practices in Pakistan. In this study researcher focuses six variables that can be a major cause of unethical pharmaceutical marketing practices in Pakistan i.e. Pharmaceutical marketing and Sales personnel, doctors' community, retail and whole sales pharmacies, government and private hospitals personnel, government officials and patients or their attendants'. All these six variables have been taken and gathered the data through survey questionnaire, compile and analyze through Statistical tools like descriptive and inferential Statistics both and conclude the main cause of unethical pharmaceutical marketing practices in Pakistan. In the under taken study four different hypotheses were developed and tested through Z and F test and also analyze the data through descriptive Statistics, for the descriptive Statistics four different parameters were developed and presented in the form of graphs and tables. The conclusion of the study was that initially pharmaceutical industry was responsible to introduce the unethical marketing practices to their customers i.e. doctors community, and hospitals and later on unethical pharmaceutical marketing practices became the norm of the pharmaceutical industry. Now the doctors are the main cause or reason for the continuation of these unethical pharmaceutical marketing practices in Pakistan. It is further concluded in the study that foreign visits are more common tools in order to get maximum output from the doctor community and now doctors have become more demanding and they ask themselves regarding the foreign and local tours and conferences. Cash incentive and home appliances are another form of unethical practices in the pharmaceutical industry. [...] Discusses how to create a better world by finding and living by life's operating manual. A clear-eyed look at modern India's role in Asia's and the broader world One of India's most distinguished foreign policy thinkers addresses the many questions facing India as it seeks to find its way in the increasingly complex world of Asian geopolitics. A former Indian foreign secretary and national security adviser, Shivshankar Menon traces India's approach to the shifting regional landscape since its independence in 1947. From its leading role in the "nonaligned" movement during the cold war to its current status as a perceived counterweight to China, India often has been an after-thought for global leaders—until they realize how much they needed it. Examining India's own policy choices throughout its history, Menon focuses in particular on India's responses to the rise of China, as well as other regional powers. Menon also looks to the future and analyzes how India's policies are likely to evolve in response to current and new challenges. As India grows economically and gains new stature across the globe, both its domestic preoccupations and international choices become more significant. India itself will become more affected by what happens in the world around it. Menon makes a powerful geopolitical case for an India increasingly and positively engaged in Asia and the broader world in pursuit of a pluralistic, open, and inclusive world order. The second edition of the Encyclopedia of Toxicology continues its comprehensive survey of toxicology. This new edition continues to present entries devoted to key concepts and specific chemicals. There has been an increase in entries devoted to international organizations and well-known toxic-related incidents such as Love Canal and Chernobyl. Along with the traditional scientifically based entries, new articles focus on the societal implications of toxicological knowledge including environmental crimes, chemical and biological warfare in ancient times, and a history of the U.S. environmental movement. With more than 1150 entries, this second edition has been expanded in length, breadth and depth, and provides an extensive overview of the many facets of toxicology. Also available online via ScienceDirect – featuring extensive browsing, searching, and internal cross-referencing between articles in the work, plus dynamic linking to journal articles and abstract databases, making navigation flexible and easy. For more information, pricing options and availability visit www.info.sciencedirect.com. *Second edition has been expanded to 4 volumes *Encyclopedic A-Z arrangement of chemicals and all core areas of the science of toxicology *Covers related areas such as organizations, toxic accidents, historical and social issues, and laws *New topics covered include computational toxicology, cancer potency factors, chemical accidents, non-lethal chemical weapons, drugs of abuse, and consumer products and many more! Genetic toxicology is considered to be an important assessment tool as there is genetic impact of artificial chemicals. Insight on Genotoxicity discusses testing, mechanism, prediction, and bioindicator of genotoxicity taking into consideration recent advances in nano-engineered particles. Corollary of DNA dent is also discussed in detail taking into consideration the impact of ICH guidelines on genotoxicity testing, which is important for drug discovery innovation and development. Perspective review of genotoxicity evaluation in phytopharmaceuticals has been mentioned along with the prevention of genotoxicity in brief viewpoint. Salient Features Presents methods, standard protocols, and guidelines for genotoxicity testing Examines the impact of ICH Guidelines on genetic toxicity testing which is a regulatory requirement for drug discovery and development Defines appropriate strategies about advances in in vivo genotoxicity testing which have been listed along with progress and prospects Discusses advancement in the high-throughput approaches for genotoxicity testing Details computational prediction of genotoxicity with consideration of mutagenicity, chromosomal damage caused and strategies for computational prediction in drug development New Developments for Nanosensors in Pharmaceutical Analysis presents an overview of developments in nanosensor usage in pharmaceutical analysis, thereby helping pharmaceutical companies attain reliable, precise, and accurate analysis of pharmaceuticals. This book presents very simple, precise, sensitive, selective, fast, and relatively inexpensive methods for pre-treatment, prior to analysis. These methods may be considered for further application in clinical studies and assays. The book includes the manufacturing of sensors for pharmaceutical analysis at nano- or smaller scales, and gives simple and relatable designs for the fabrication of sensors. Twelve chapters cover an introduction to the topic, immobilization techniques, mechanism effect of nanomaterials on structure, optical nanosensors for pharmaceutical detection, chemical nanosensors in pharmaceutical analysis, noble metal nanoparticles in electrochemical analysis of drugs, photo-electrochemical nanosensors for drug analysis, molecularly imprinted polymer based nanosensors for pharmaceutical analysis, nanomaterials for drug delivery systems, nanomaterials enriched nucleic acid-based biosensors, nanosensors in biomarker detection, and nanomaterials-based enzyme biosensors for electrochemical applications. Presents nanosensor types, synthesis, immobilizations and applications in different fields Gives simple repeatable designs for the fabrication of sensors for pharmaceutical analysis Details how to carry out sensitive analysis of pharmaceuticals using nanosensors Describes how to synthesize and immobilize nanosensors, and how nanosensors can be applied in drug assay Proposes innovative ways to optimize pharmaceutical processes with nanosensors An illustrated biography of the sitar maestro by his daughter Anoushka, with intimate and seldom-seen photographs from family albums, personal letters, and anecdotal captions in a story told straight the heart. Uninhibited forceful and forthright. Phenotypic drug discovery has been highlighted in the past decade as an important strategy in the discovery of novel medical entities. This book aims to equip researchers with a thought-provoking guide to the application and development of contemporary phenotypic drug discovery for clinical success. Radioisotope-based molecular imaging probes provide unprecedented insight into biochemistry and function involved in both normal and disease states of living systems, with unbiased in vivo measurement of regional radiotracer activities offering very high specificity and sensitivity. No other molecular imaging technology including functional magnetic resonance imaging (fMRI) can provide such high sensitivity and specificity at a tracer level. The applications of this technology can be very broad ranging from drug development, pharmacokinetics, clinical investigations, and finally to routine diagnostics in radiology. The design and the development of radiopharmaceuticals for molecular imaging studies using PET/MicroPET or SPECT/MicroSPECT are a unique challenge. This book is intended for a broad audience and written with the main purpose of educating the reader on various aspects including potential clinical utility, limitations of drug development, and regulatory compliance and approvals. This volume offers a behind-the-scenes look at how the Gillette company works, providing insight into its global outlook and strategy. It highlights the company's commitment to innovation, creative advertising and environmental issues. Completely rewritten, revised, and updated, this Sixth Edition reflects the latest technologies and applications in spectroscopy, mass spectrometry, and chromatography. It illustrates practices and methods specific to each major chemical analytical technique while showcasing innovations and trends currently impacting the field. Many of the This edition emphasizes several new themes which includes General Topics, Drugs used in Different Life Stages, Case Studies of Different Disorders, Problems related to Clinical Pharmacotherapeutics. Different Case Studies pertaining to wide variety of diseases are discussed; explicit answers and discussions are provided in the text of Part IV. This book presents an extensive study on the effectiveness of recent regulations on pharmaceutical prices in India, exploring the weaknesses in the design and implementation of pharmaceutical price controls and investigating what can be done to fix the broken system. In addition, it examines the extent to which essential medicines are actually made affordable by price controls. The book argues that companies make the pharmaceutical price control regime largely ineffective by coordinating to increase pre-regulation prices; by diversifying horizontally away from the regulated markets and increasing prices in the unregulated markets; by manipulating trade margins; and by refusing to comply with the regulation because the penalties remains negligible. The book draws on extensive empirical research involving India's 2013 Drug Price Control Order and widely-used medicines such as paracetamol and metformin to illustrate how firms have weakened regulation. It argues that the regulatory regime can be strengthened by using systematic analysis of product- and region-level data in the Indian pharmaceutical industry, and by screening for the strategies that firms currently employ to circumvent regulation. In closing, it discusses recent efforts to strengthen the implementation of price controls in India and expanding the scope of price controls to medical devices. The textbook of Social Pharmacy has been written for students of diploma in pharmacy first-year students keeping in mind specific requirements of the Pharmacy Council of India (PCI), Education Regulation - 2020. This is a bilingual book in both English and Hindi for easy understanding to students. This book is covering the entire syllabus as per new PCI norms including practicals and previous year question papers. This book containing ten chapters with an introduction to social pharmacy. In preceding chapters role of pharmacists, environment and health, psychosocial pharmacy, nutrition and health, epidemiology, national health program and pharmacoeconomics have discussed. This book is basically health education and community pharmacy. The content of the book, Introduction to Pharmaceutical Analysis, has been prepared primarily in accordance to the syllabus prepared by the Pharmacy Council of India for B. Pharm 1st semester course. However, the content of the book is not limited to the syllabus only, it provides the information which are bare necessary to understand a particular concept but beyond the syllabus. Moreover, there are two Appendices, Appendix I and II at the end. These are equally important and need to be known. One is Test solutions and the other one is for Volumetric solutions. In fact, many students do not know the difference between these solutions that are essential for analysis. How to prepare all these solutions are mentioned there. Hence, the book would be a real helpful to all those who are associated to pharmaceutical analysis, may be during their post-graduation and during service pharmaceutical industry. The many drawbacks of conventional dosage forms and delivery systems are overcome by designing and developing controlled release drug delivery systems, and pharmaceutical and other scientists have carried out extensive and intensive investigations in the field to explore their applications. A controlled-release drug formulation can improve product efficacy and extend patent protection. As controlled drug delivery systems continue to play a vital role in delivering various types of therapeutic agents in a controlled manner, researchers are only just scratching the surface of their full potential. Advancements in Controlled Drug Delivery Systems supplies information on translating the physicochemical properties of drugs into drug delivery systems, explores how drugs are administered via various routes, and discusses recent advancements in the fabrication and development of controlled drug delivery systems. It also underlines the methodology of controlled drug delivery system preparation and the significance, disadvantages, detailed classifications, and relevant examples. Covering topics such as machine learning and oral-controlled drug delivery, this book is ideal for pharmacists, healthcare professionals, researchers, academicians, research centers, health units, students, and pharmaceutical and scientific laboratories. A presentation of screening techniques, modern technologies, and high-capacity instrumentation for increased productivity in the development and discovery of new drugs, chemical compounds, and targeted delivery of pharmaceuticals. It contains practical applications and examples of strategies in cell-based and cell-free screens as well as homogeneous, fluorescence, chemiluminescence, and radioactive-based technologies. Free energy constitutes the most important thermodynamic quantity to understand how chemical species recognize each other, associate or react. Examples of problems in which knowledge of the underlying free energy behaviour is required, include conformational equilibria and molecular association, partitioning between immiscible liquids, receptor-drug interaction, protein-protein and protein-DNA association, and protein stability. This volume sets out to present a coherent and comprehensive account of the concepts that underlie different approaches devised for the determination of free energies. The reader will gain the necessary insight into the theoretical and computational foundations of the subject and will be presented with relevant applications from molecular-level modelling and simulations of chemical and biological systems. Both formally accurate and approximate methods are covered using both classical and quantum mechanical descriptions. A central theme of the book is that the wide variety of free energy calculation techniques available today can be understood as different implementations of a few basic principles. The book is aimed at a broad readership of graduate students and researchers having a background in chemistry, physics, engineering and physical biology. This book serves as a reference text for regulatory, industry and academic statisticians and also a handy manual for entry level Statisticians. Additionally it aims to stimulate academic interest in the field of Nonclinical Statistics and promote this as an important discipline in its own right. This text brings together for the first time in a single volume a comprehensive survey of methods important to the nonclinical science areas within the pharmaceutical and biotechnology industries. Specifically the Discovery and Translational sciences, the Safety/Toxiology sciences, and the Chemistry, Manufacturing and Controls sciences. Drug discovery and development is a long and costly process. Most decisions in the drug development process are made with incomplete information. The data is rife with uncertainties and hence risky by nature. This is therefore the purview of Statistics. As such, this book aims to introduce readers to important statistical thinking and its application in these nonclinical areas. The chapters provide as appropriate, a scientific background to the topic, relevant regulatory guidance, current statistical practice, and further research directions. This book helps students and researchers write better assignments, better dissertations, and better papers for publication. Characterizing academic writing as an integral part of the knowledge generation and dissemination process, it focuses on three main aspects: understanding research, documenting and sharing the process and results of research, and acknowledging the use of other people's ideas in the documentation. The authors use various samples of good as well as defective writing to illustrate the features of academic writing. They describe in detail the structure and contents of academic papers, especially conceptual and empirical research papers for journals. This lucidly written book will be a rich resource for MBA students and researchers working for MPhil and PhD degrees, especially in the fields of management, behavioural sciences and communications. This book is meant to serve as a textbook for beginners in the field of nanoscience and nanotechnology. It can also be used as additional reading in this multifaceted area. It covers the entire spectrum of nanoscience and technology: introduction, terminology, historical perspectives of this domain of science, unique and widely differing properties, advances in the various synthesis, consolidation and characterization techniques, applications of nanoscience and technology and emerging materials and technologies. The present edited book is the presentation of 18 in-depth national and international contributions from eminent professors, scientists and instrumental chemists from educational institutes, research organizations and industries providing their views on their experience, handling, observation and research outputs on HPTLC,

a multi-dimensional instrumentation. The book describes the recent advancements made on TLC which have revolutionized and transformed it into a modern instrumental technique HPTLC. The book addresses different chapters on HPTLC fundamentals: principle, theory, understanding; instrumentation: implementation, optimization, validation, automation and qualitative and quantitative analysis; applications: phytochemical analysis, biomedical analysis, herbal drug quantification, analytical analysis, finger print analysis and potential for hyphenation: HPTLC future to combinatorial approach, HPTLC-MS, HPTLC-FTIR and HPTLC-Scanning Diode Laser. The chapters in the book have been designed in such away that the reader follows each step of the HPTLC in logical order. Global Perspectives on Astaxanthin: From Industrial Production to Food, Health, and Pharmaceutical Applications explores the range of practical applications for this molecule, focusing on nutraceutical, pharmaceutical and cosmeceutical products, along with food and feed. This volume brings together the most relevant research, background and future thinking on astaxanthin, focusing on its health benefits. Chapters cover phytopharmaceuticals, industrial production, feeds, downstream processing, regulations, products, color, pigment, cosmetics, bioactive compounds, relationships to other carotenoids, and skin care. The detailed information on its production, processing, utilization and future applications will be of particular use to academic and industry researchers in pharmaceutical sciences, pharmacology and nutrition. Provides detailed information on astaxanthin, including its production, processing, utilization and future applications Includes discussion on the commercial analysis procedure Offers critical analysis on current and potential applications of astaxanthin as contributed by 121 authors from 22 countries in academia, research institutes and industries "Resolution WHA41.17 adopted by the Forty-first World Health Assembly, 13 May 1988" -- p.1. The pharmaceutical industry is one of today’s most dynamic and complex industries, involving commercialization of cutting-edge scientific research, a huge web of stakeholders (from investors to doctors), multi-stage supply chains, fierce competition in the race to market, and a challenging regulatory environment. The stakes are high, with each new product raising the prospect of spectacular success—or failure. Worldwide revenues are approaching $1 trillion; in the U.S. alone, marketing for pharmaceutical products is, itself, a multi-billion dollar industry. In this volume, the editors showcase contributions from experts around the world to capture the state of the art in research, analysis, and practice, and covering the full spectrum of topics relating to innovation and marketing, including R&D, promotion, pricing, branding, competitive strategy, and portfolio management. Chapters include such features as: · An extensive literature review, including coverage of research from fields other than marketing · an overview of how practitioners have addressed the topic · introduction of relevant analytical tools, such as statistics and ethnographic studies · suggestions for further research by scholars and students The result is a comprehensive, state-of-the-art resource that will be of interest to researchers, policymakers, and practitioners, alike. Since the first implant of a carbon microelectrode in a rat 35 years ago, there have been substantial advances in the sensitivity, selectivity and temporal resolution of electrochemical techniques. Today, these methods provide neurochemical information that is not accessible by other means. The growing recognition of the versatility of electrochemical techniques indicates a need for a greater understanding of the scientific foundation and use of these powerful tools. Electrochemical Methods for Neuroscience provides an updated summary of the current, albeit evolving, state of the art and lays the scientific foundation for incorporating electrochemical techniques into on-going or newly emerging research programs in the neuroscience disciplines. With contributions from pioneers in the field, the text outlines the applications and benefits of a wide range of electrochemical techniques. It explores the methodology behind the acquisition of neurochemical and neurobiological data through continuous amperometry, fast scan cyclic voltammetry, high-speed chronoamperometry, ion-selective microelectrodes, enzyme based microelectrodes, and in vivo voltammetry with telemetry. The text also introduces emerging concepts in the field such as the correlation of electrochemical recordings with information obtained from patch clamp, electrophysiological, and behavioral techniques. By presenting up-to-date information on the growing collection of electrochemical methods, microsensors, and research techniques, Electrochemical Methods for Neuroscience assists seasoned researchers and newcomers to the field in making sound decisions about adopting the most appropriate of these tools for their future research objectives. Analysis of Drugs and Pharmaceuticals forms the backbone of research and development in Pharmaceutical Industry and Academia. This book is primarily focused towards fulfilling the requirements of B.Pharm. The new edition of the hugely successful Ross and Wilson Anatomy & Physiology in Health and Illness continues to bring its readers the core essentials of human biology presented in a clear and straightforward manner. Fully updated throughout, the book now comes with enhanced learning features including helpful revision questions and an all new art programme to help make learning even easier. The 13th edition retains its popular website, which contains a wide range of ‘critical thinking’ exercises as well as new animations, an audio-glossary, the unique Body Spectrum© online colouring and self-test program, and helpful weblinks. Ross and Wilson Anatomy & Physiology in Health and Illness will be of particular help to readers new to the subject area, those returning to study after a period of absence, and for anyone whose first language isn’t English. Latest edition of the world’s most popular textbook on basic human anatomy and physiology with over 1.5 million copies sold worldwide Clear, no nonsense writing style helps make learning easy Accompanying website contains animations, audio-glossary, case studies and other self-assessment material, the unique Body Spectrum© online colouring and self-test software, and helpful weblinks Includes basic pathology and pathophysiology of important diseases and disorders Contains helpful learning features such as Learning Outcomes boxes, colour coding and design icons together with a stunning illustration and photography collection Contains clear explanations of common prefixes, suffixes and roots, with helpful examples from the text, plus a glossary and an appendix of normal biological values. Particularly valuable for students who are completely new to the subject, or returning to study after a period of absence, and for anyone whose first language is not English All new illustration programme brings the book right up-to-date for today’s student Helpful ‘Spot Check’ questions at the end of each topic to monitor progress Fully updated throughout with the latest information on common and/or life threatening diseases and disorders Review and Revise end-of-chapter exercises assist with reader understanding and recall Over 150 animations – many of them newly created – help clarify underlying scientific and physiological principles and make learning fun An excellent overview of the field, covering in detail a wide range of different types of constituent materials, such as polymers, metals and metal oxides. It discusses their production and synthetic routes, as well as applications in several areas, including catalysis, drug delivery and environmental science. A must-have for scientists in academia and industry, as well as a valuable resource for both newcomers and more established researchers working in the field. A consolidated and comprehensive reference on ligand-binding assays Ligand-binding assays (LBAs) stand as the cornerstone of support for definition of the pharmaco-kinetics and toxicokinetics of macromolecules, an area of burgeoning interest in the pharmaceutical industry. Yet, outside of the Crystal City Conference proceedings, little guidance has been available for LBA validation, particularly for assays used to support macromolecule drug development. Ligand-Binding Assays: Development, Validation, and Implementation in the Drug Development Arena answers that growing need, serving as a reference text discussing critical aspects of the development, validation, and implementation of ligand-binding assays in the drug development field. Ligand-Binding Assays covers essential topics related to ligand-binding assays, from pharmacokinetic studies, the development of LBAs, assay validation, statistical LBA aspects, and regulatory aspects, to software for LBAs and robotics and other emerging methodologies for LBAs. Highlights include: A general discussion of challenges and proven approaches in the development of ligand-binding assays More detailed examination of characteristics of these assays when applied to support of pharmacokinetic and toxicokinetic studies of compounds at different stages in the discovery or development timeline A concise, but detailed, discussion of validation of ligand-binding assays for macromolecules A practical approach to "fit-for-purpose" validation of assays for biomarkers, those molecules receiving increased attention as potentially demonstrating that the target chosen in discovery is being modulated by the candidate therapeutic, both in nonclinical and clinical studies Written by a team of world-recognized authorities in the field, Ligand-Binding Assays provides key information to a broad range of practitioners, both in the pharmaceutical and allied industries and in related contract research organizations and academic laboratories and, perhaps, even in the field of diagnostics and clinical chemistry. Pharmaceutical Analysis is a compulsory subject offered to all the under graduate students of Pharmacy. This book on Pharmaceutical Analysis has been designed considering the syllabi requirements laid down by AICTE and other premier institutes/universities. The book covers both the Titrimetric and Instrumental aspects of Pharmaceutical analysis which is helpful for use in multiple semesters. Used routinely in drug control laboratories, forensic laboratories, and as a research tool, thin layer chromatography (TLC) plays an important role in pharmaceutical drug analyses. It requires less complicated or expensive equipment than other techniques, and has the ability to be performed under field conditions. Filling the need for an up-to-date Develop Effective Immunogenicity Risk Mitigation StrategiesImmunogenicity assessment is a prerequisite for the successful development of biopharmaceuticals, including safety and efficacy evaluation. Using advanced statistical methods in the study design and analysis stages is therefore essential to immunogenicity risk assessment and mitigation stra