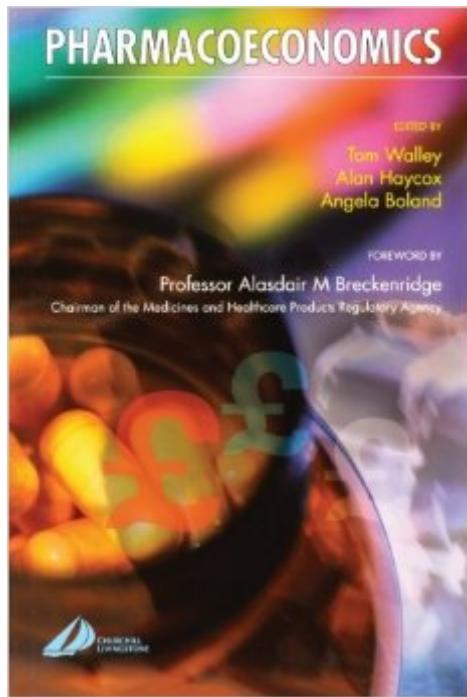


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Pharmacoconomics, 1e



Synopsis

This introductory textbook of pharmacoconomics is ideal for all those working in, aspiring to work in or interested in the pharmaceutical industry. It assumes no prior knowledge of this subject but is written at a level appropriate, for example, for those studying for a postgraduate degree or diploma in pharmaceutical medicine and who already have a first degree in science or medicine. Emphasizes how pharmacoconomics can be of assistance in "real world" decision making. Covers the development of insuring, financing and delivery of health care in the developed world and the increasing role of governments. Explains the trend towards the critical scrutiny of health service activity. All topics explained assuming no specialist knowledge.

Book Information

Paperback: 216 pages

Publisher: Churchill Livingstone; 1 edition (January 29, 2004)

Language: English

ISBN-10: 044307240X

ISBN-13: 978-0443072406

Product Dimensions: 6.1 x 0.5 x 9.2 inches

Shipping Weight: 14.2 ounces (View shipping rates and policies)

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