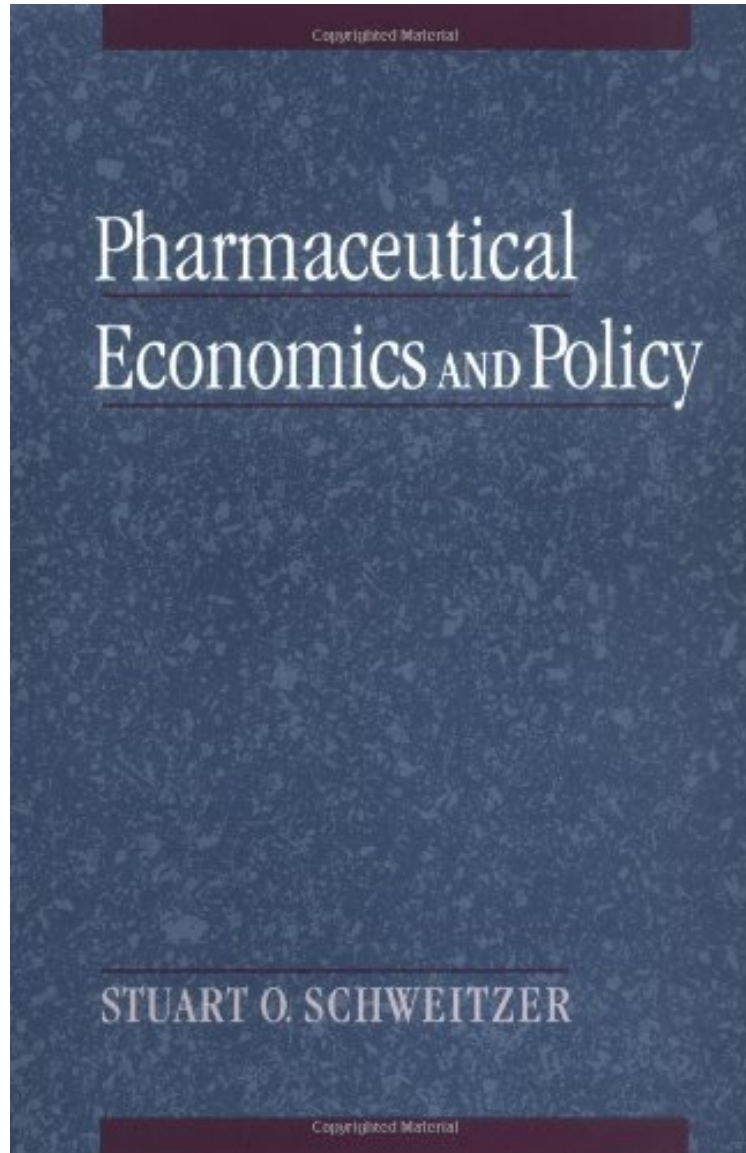


(Read now) Pharmaceutical Economics and Policy

Pharmaceutical Economics and Policy

Von Stuart O. Schweitzer

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Von Stuart O. Schweitzer : Pharmaceutical Economics and Policy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pharmaceutical Economics and Policy:

Kundenrezensionen Hilfreichste Kundenrezensionen 0 von 0 Kunden fanden die folgende Rezension hilfreich. Review of Pharmaceutical Economics and Policy Von Ein Kunde I commend the author's attempt to provide a comprehensive review of pharmaceutical economics and policy in less than three hundred pages. This book is an interesting read and is accessible to those of us who are not economists. However, I would not recommend this book to others due to the

facts that (1) the author is inconsistent in referencing the literature and (2) he often fails to present alternative interpretations of the empirical evidence. For example, the author uses evidence of price discrimination to demonstrate the "importance of consumer demand" in the pricing of pharmaceuticals and, by extension, the presence of competition in the pharmaceutical market (pgs. 103-105). However, he fails to point out that price discrimination by pharmaceutical companies reduces consumer surplus, a direct benefit of competitive markets. In addition, the book contains many typos that may prove distracting to some readers.

KurzbeschreibungThe pharmaceutical industry is praised as a leader in high technology innovation and the creator of products that increase both longevity and quality of life for people throughout the world. Yet the industry is also reviled for its marketing and pricing practices and even its research and development priorities. Its competitive nature is undergoing change today, with the entry of new firms and products increasing competition at the same time that mergers reduce it. This book employs the tools of economic analysis to explore the conflicting priorities and aims of the pharmaceutical industry, from both a US and worldwide perspective. Schweitzer discusses the industry both as a manufacturer of products and as a major player in the making of health-care decisions. The author also analyzes the reasons and results of the shift in the locus of demand for pharmaceuticals. Presently the most important factor in formulating the future direction of pharmaceutical research are the demands of the large managed-care organizations rather than individual physicians. HMOs make decisions about product access on behalf of hundreds of thousands of patients. Recent changes in the regulatory environment--including patent law and FDA approval policies--have also influenced the pharmaceutical sector and are therefore investigated in detail. *Pharmaceutical Economics and Policy* provides an insightful and expert analysis of this complex sector, and suggests appropriate regulatory approaches to assure that both private and public objectives continue to be served. It provides the first comprehensive look at the economics of the pharmaceutical industry in over 25 years. Readable and balanced, it will serve as an authoritative reference source for students and researchers in health services, health administration, health economics and policy, as well as for policy analysts and economists in industry, managed care organizations, and hospitals.

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Synopsis The pharmaceutical industry is praised as a world leader in high technology innovation and the creator of products that increase both longevity and quality of life for people throughout the world. At the same time, the industry is also criticized for its marketing and pricing practices and for its apparent anticompetitive responses to generic competition. Even its research and development priorities are criticized as being too closely driven by the goal of maximizing shareholder value, rather than the health of the public. Unfortunately, many of the critics of the industry fail to understand the complexities of the industry and its role in the nation's healthcare system. This book uses the tools of economic analysis to explore the conflicting priorities and aims of the pharmaceutical industry, from both an American and worldwide perspective. This is the second edition of a uniquely comprehensive and balanced discussion of pharmaceutical policy issues. All the chapters of the former edition have been fully re-written and extensively updated. In addition, the book includes six new chapters on emerging topics such as the broadened role of FDA regulations and the increasing diversity of the industry. An entire chapter is devoted to the biotechnology industry and one to alternative medicines, often called "nutraceuticals." Another new chapter discusses segments of the industry that specialize in particular activities including generic drugs and drug delivery systems. The recent controversial expansion of Medicare to cover outpatient drugs is discussed in depth. The introduction is also updated to address the volatile pace of pharmaceutical innovation and how the pharmaceutical industry has responded to the emergence of

managed care.