

《药物经济学Pharmacoecono》

图书基本信息

书名：《药物经济学Pharmacoeconomics》

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内容概要

Review

"This book provides a solid yet concise introduction to the field of health economics with an emphasis on its application to medicines. The aim of the book is to introduce the non-specialist reader to the theory as well as to the practice of health economics...recommended to anyone wishing to acquire a better, yet critical, understanding of this rapidly emerging field." Health Economist, University of York, The Pharmaceutical Journal, April 2004
far as Pharmacoeconomics books go' this one is the nearest thing you'll get to 'un-put-down-able'." Medical Advisor & Pharmaceutical Physician, Pharmaceutical Physician, May 2004

Book Description

This introductory textbook of pharmacoeconomics 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.

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精彩短评

- 1、2010-07-28读毕，对于药物经济学领域进行了非学术性的全面梳理。其中感触较深的是（1）对CBA几种决策准则的论述思路值得学习；（2）对于ICER的运用也有论述，但是欠深入；（3）疾病管理的发展和功能以及和PE的关系，值得阅读。
- 2、08年学习了这门课程，我们老师好像就师从这个人，一堆excel处理，搞的头大

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