

Cambridge University Press 978-1-107-02497-7 - The Business of Healthcare Innovation: Second edition Edited by Lawton Robert Burns Copyright Information More information

The Business of Healthcare Innovation

Second edition

Edited by

Lawton Robert Burns





Cambridge University Press 978-1-107-02497-7 - The Business of Healthcare Innovation: Second edition Edited by Lawton Robert Burns Copyright Information More information

> CAMBRIDGE UNIVERSITY PRESS Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi, Mexico City

Cambridge University Press The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org
Information on this title: www.cambridge.org/9781107607774

© Cambridge University Press 2012

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2005 Second edition 2012

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication data

The business of healthcare innovation / [edited by] Lawton Robert Burns. - 2nd ed.

p. ; cm.

Includes bibliographical references and index.

ISBN 978-1-107-02497-7 (hardback) – ISBN 978-1-107-60777-4 (pbk.)

I. Burns, Lawton Robert

[DNLM: 1. Diffusion of Innovation. 2. Health Care Sector. 3. Biotechnology-economics.

4. Equipment and Supplies–economics. 5. Technology, Pharmaceutical–economics. W 74.1] 610.28–dc23

2012013418

ISBN 978-1-107-02497-7 Hardback ISBN 978-1-107-60777-4 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.