

Cambridge University Press
978-1-108-47944-8 — The Business of Healthcare Innovation
Edited by Lawton Robert Burns
Copyright information
[More Information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India
79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781108479448
DOI: 10.1017/9781108785549

© Cambridge University Press 2020

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
Third edition 2020

Printed in the United Kingdom by TJ International Ltd, Padstow Cornwall

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

Library of Congress Cataloging-in-Publication Data

Names: Burns, Lawton Robert, editor.

Title: The business of healthcare innovation / Lawton Robert Burns, Wharton School, University of Pennsylvania.

Description: Third edition. | Cambridge, United Kingdom ; New York, NY : Cambridge University Press, 2020. | Includes index.

Identifiers: LCCN 2019039714 (print) | LCCN 2019039715 (ebook) | ISBN 9781108479448 (hardback) | ISBN 9781108785549 (ebook)

Subjects: LCSH: Medical care – Technological innovations. | Medical technology – Economic aspects. | Business forecasting. | Economic forecasting.

Classification: LCC R855.3 .B87 2020 (print) | LCC R855.3 (ebook) | DDC 610.28–dc23

LC record available at <https://lccn.loc.gov/2019039714>

LC ebook record available at <https://lccn.loc.gov/2019039715>

ISBN 978-1-108-47944-8 Hardback
ISBN 978-1-108-74906-0 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.