

Cambridge University Press & Assessment 978-1-108-74906-0 — The Business of Healthcare Innovation 3rd Edition Edited by Lawton Robert Burns Copyright information More Information



Shaftesbury Road, Cambridge CB2 8EA, 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

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment, a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781108749060

DOI: 10.1017/9781108785549

© Cambridge University Press & Assessment 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 & Assessment.

First published 2005 Second edition 2012 Third edition 2020

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

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

Cambridge University Press & Assessment 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.