

Cambridge University Press & Assessment
978-1-316-51903-5 — Seemed Like a Good Idea

Mark Pauly, Flora Winston, Mary Naylor, Kevin Volpp, Lawton Robert Burns, Ralph Muller,

David Asch, Rachel Werner, Bimal Desai, Krisda Chaiyachati, Benjamin Chartock

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

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

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/9781316519035

DOI: 10.1017/9781009004534

© Mark Pauly, Kevin Volpp, Ralph Muller, Rachel Werner, Mary Naylor,
Flora Winston, Lawton Robert Burns, Bimal Desai, Krisda Chaiyachati,
Benjamin Chartock and David Asch 2022

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 2022

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

Library of Congress Cataloging-in-Publication Data

Names: Pauly, Mark, 1941– author.

Title: Seemed like a good idea : alchemy versus evidence-based approaches to healthcare
management innovation / Mark Pauly, Wharton School of the University of Pennsylvania
[and 10 others].

Description: New York, NY : Cambridge University Press, [2022] | Includes index.

Identifiers: LCCN 2021060099 (print) | LCCN 2021060100 (ebook) | ISBN 9781316519035
(hardback) | ISBN 9781009001274 (paperback) | ISBN 9781009004534 (epub)

Subjects: LCSH: Evidence-based medicine. | Health services administration. | BISAC: BUSINESS &
ECONOMICS / Entrepreneurship

Classification: LCC R723.7 .P38 2022 (print) | LCC R723.7 (ebook) | DDC 610.68–dc23/eng/
20220216

LC record available at <https://lcn.loc.gov/2021060099>

LC ebook record available at <https://lcn.loc.gov/2021060100>

ISBN 978-1-316-51903-5 Hardback

ISBN 978-1-009-00127-4 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.