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**J Dewey**

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**Microeconomics** R. Glenn Hubbard,Anne M. Garnett,Philip Lewis,Anthony Patrick O'Brien,2014-09-01 Microeconomics is the most engaging introductory economics resource available to students today Using real businesses examples to show how managers use economics to make real decisions every day the subject is made relevant and meaningful Each chapter of the text opens with a case study featuring a real business or real business situation refers to the study throughout the chapter and concludes with An Inside Look a news article format which illustrates how a key principle covered in the chapter relates to real business situations or was used by a real company to make a real business decision Solved problems in every chapter motivate learners to confidently connect with the theory to solve economic problems and analyse current economic events      [Analytical Approaches to Strategic Decision-Making: Interdisciplinary Considerations](#) Tavana, Madjid,2014-04-30 Using interdisciplinary approaches to strategic management can strengthen the decision making process Incorporating various methods will also encourage productivity expand knowledge of participants and increase technical proficiency Analytical Approaches to Strategic Decision Making Interdisciplinary Considerations aims to integrate different techniques into the world s fast changing and dynamic society to better equip all readers and practitioners with the most effective knowledge Managers CEOs researchers and academics in the fields of business and leadership will all benefit from this valuable resource through an enhanced understanding of best practices in decision making and management      *The Price of Global Health* Ed Schoonveld,2020-05-17 The Price of Global Health is a unique book that describes the pharmaceutical pricing process and its business economic and social challenges Global drug pricing is one of the most hotly debated yet least understood aspects of the pharmaceutical industry How should drug prices be set and what does it mean for patients Why do governments increasingly get involved and what is its impact on the global competitive environment How can a life saving industry have a poorer image than gun and tobacco industries whose products are associated with death The pharmaceutical

industry is under unprecedented pressure due to a combination of declining R D productivity payer provider demands for better value and public pressures to show pricing restraint Rapidly increasing cost of healthcare shifts from fee for service to value based reimbursement public pressure on drug pricing and an increasingly vocal medical community have empowered public and private payers worldwide to be more demanding on evidence of value for the prescription drugs that are brought to market Pharmaceutical companies have often failed to deliver evidence of patient value as development decision making is overly focused on speed to FDA approval rather than speed to commercial success by effectively addressing the many Access Journey obstacles that typify today s much changed pharmaceutical environment This 3rd edition is significantly expanded with ten new chapters and revised and updated throughout to reflect today s environment The contents are reorganized to directly address critical pricing and patient access issues Ed Schoonveld explains how pharmaceutical prices are determined in a complex global payer environment and what factors influence the process His insights will help a wide range of audiences from healthcare industry professionals to policy makers consumers pharmaceutical company leaders and access and pricing professionals to gain a better understanding of this highly complex and emotionally charged field

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