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Nota di contenuto	Contents; Preface; Acknowledgments; Contributors; 1 Introduction; 2 To Find the Answer, One Must Know the Question: Health Economics and Public Policy; 3 Health Capital: Theory and Empirical Evidence; 4 What We Know and Don't Know about the Effects of Cost Sharing on the Demand for Medical Care-and So What?; 5 Adverse Selection and Moral Hazard: Implications for Health Insurance Markets; 6 Direct-to-Consumer Advertising in Health Care: An Overview of Economic Issues; 7 Reefer Madness, Frank the Tank, or Pretty Woman: To What Extent Do Addictive Behaviors Respond to Incentives? 8 Medical Career Choices and Rates of Return9 The Effects of Incentives on Pharmaceutical Innovation; 10 Physician Fees and Behavior: Implications for Structuring a Fee Schedule; 11 Physician Pay for Performance: Alternative Perspectives; 12 Competition, Information Provision, and Hospital Quality; 13 Summing Up; References; Index
Sommario/riassunto	Leading scholars in the field of health economics evaluate the role of incentives in health and health-care decision making from the perspectives of both supply and demand.

