

1. Record Nr.	UNINA9910784930503321
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Titolo	Last best gifts [[electronic resource]] : altruism and the market for human blood and organs // Kieran Healy
Pubbl/distr/stampa	Chicago, : University of Chicago Press, 2006
ISBN	1-282-73843-7 9786612738432 0-226-32238-6
Descrizione fisica	1 online resource (208 p.)
Disciplina	362.17/84
Soggetti	Procurement of organs, tissues, etc Procurement of organs, tissues, etc - Economic aspects - United States Transplantation of organs, tissues, etc - Economic aspects - United States Tissue banks - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 169-183) and index.
Nota di contenuto	Frontmatter -- Contents -- Illustrations -- Acknowledgments -- 1. Exchange in Human Goods -- 2. Making a Gift -- 3. The Logistics of Altruism -- 4. Collection Regimes and Donor Populations -- 5. Organizations and Obligations -- 6. Managing Gifts, Making Markets -- Appendix: Data Sources and Methods -- Notes -- Bibliography -- Index
Sommario/riassunto	More than any other altruistic gesture, blood and organ donation exemplifies the true spirit of self-sacrifice. Donors literally give of themselves for no reward so that the life of an individual-often anonymous-may be spared. But as the demand for blood and organs has grown, the value of a system that depends solely on gifts has been called into question, and the possibility has surfaced that donors might be supplemented or replaced by paid suppliers. Last Best Gifts offers a fresh perspective on this ethical dilemma by examining the social organization of blood and organ donation in Europe and the United States. Gifts of blood and organs are not given everywhere in the same way or to the same extent-contrasts that allow Kieran Healy to uncover

the pivotal role that institutions play in fashioning the contexts for donations. Procurement organizations, he shows, sustain altruism by providing opportunities to give and by producing public accounts of what giving means. In the end, Healy suggests, successful systems rest on the fairness of the exchange, rather than the purity of a donor's altruism or the size of a financial incentive.
