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Nota di contenuto	Contents; Acknowledgments; Introduction; I: Some Benefits and the Mechanics of Medical Innovation; 1 The Stakes; 2 A Practitioner's History of Medical Innovation; II: Why We Have A Medical Innovation Crisis; 3 Enter the Conflict-of-Interest Mania; 4 The Mania Mongers; III: Why They Are Wrong; 5 Abusing Evidence; 6 Bad Policy Process; 7 Flawed and Damaging Policies; 8 Misunderstanding Innovation; 9 Economic Illiteracy; 10 Misplaced Criticism of Incremental Innovation; 11 Rushing to Judgment with False Product Safety Alarms; 12 Demonizing Marketing Is False Advertising; 13 The Gift Smoke Screen 14 The Lawyers' BallIV: The Damage They Do, and How to Stop It; 15 The Price We Pay; 16 What Is to Be Done?; Notes; Select Bibliography; Index
Sommario/riassunto	<span><span>While plenty can be said about the dysfunction of our health care system, rarely do business and private players in health care innovation get a good rap. This book takes on skeptics of the partnership between the medical community, political groups, and private businesses, by illustrating how such cooperation can result in

world-class innovation and health care delivery.</span></span>

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