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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The reason -- The question -- The choice -- The effect -- The design -- The person -- The place -- The time -- The fit -- The plan -- The inspiration.
Sommario/riassunto	The last decade has seen sweeping changes in US health care policy. With more changes on the way, the emerging field of comparative effectiveness research-the science of determining how different treatments work best for different conditions-is critical for patients and clinicians who wish to make wise decisions regarding therapeutic choices. Comparative Effectiveness Research is the first textbook to offer an introduction to this topic. Written by an experienced university educator and researcher, the goal of this text is to provide readers with a gentle introduction to this diverse field. Th