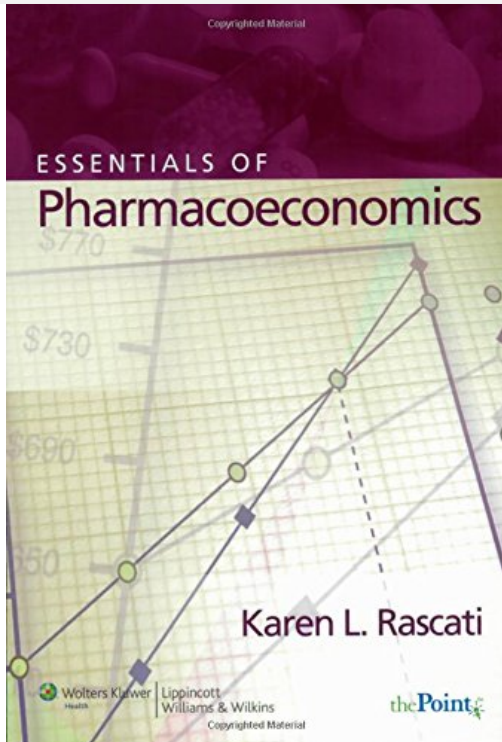

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Book Synopsis

This new text is designed for a student or practitioner who is unfamiliar with 'pharmacoeconomics'. It provides a straightforward explanation of the essential pharmacoeconomics topics outlined by The Accreditation Council for Pharmacy Education (ACPE). It defines terminology used in research and covers the application of economic-based evaluation methods for pharmaceutical products and services. Readers will find examples of how pharmacoeconomic evaluations relate to decisions that affect patient care and health-related quality of life.
