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Book by SBA professors a leader in its field

Frustration after meeting with many textbook representatives searching for - and not finding - the right book on health care economics led SBA Professor of Economics and Management Miron Stano to collaborate with other experts to write his own.

Now in its fifth edition, "The Economics of Health and Health Care" is considered a leader in its field. Stano teamed with fellow SBA Professor of Economics Sherman Folland and Allen Goodman, a professor of economics at Wayne State University, in the early 1990s to write the book, which was first published in 1993.

"The other books available were not sufficiently rooted in the core of economic theories," Stano said.

The book, published by Pearson Prentice Hall, took a couple of years to come into its own, but it demonstrates how economic theories and concepts are important in the health care industry.

The first revision of the book in 1996 was a major reorganization of the information. After the first revision, the book became a popular reference item among educators, health service researchers, government specialists, physicians and others in the health care field.

"It is unequivocally the best seller in its field," Stano said. "We have more than 50 percent of the total market in the United States and other adoptions are also available in other countries."

SUMMARY

"The Economics of Health and Health Care" is considered a leader in its field by educators, researchers, government specialists, physicians and others.

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Miron Stano



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