

Who Shall Live?

Health, Economics and Social Choice

Bestselling Textbook now in 2nd Expanded Edition!

Fuchs returns to and expands on themes that have earned him a well-deserved reputation as both a great health economist and the most insightful health policy analyst on the current scene... His proposal for health care reform remains the most attractive solution.

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This is simply the best book there is to introduce students and others to the issues about health services viewed from an economics perspective... It is accessible...rigorous analysis...[and] beautifully written—rare for an economist.

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This is deservedly a classic book...Its analysis, accessibility, and lucidity of exposition are as fresh as four decades ago...There is a spiffy new introduction that gives Fuchs' reflections on the events of the intervening years .

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[This] comes at a critical time when the nation is anxious about the direction of health care. [Fuchs] has deftly re-established the context in which health policy decisions should be made. Policy experts and decision makers should pay attention to Fuchs' new edition.

Leonard D. Schaeffer, University of Southern California

[T]he issues Fuchs revisits...are even more salient today...he remains one of the wisest health policy thinkers as is apparent in new discussions of health care spending. I gave the first edition to medical students...Today, I'll do the same.

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Who Shall Live? provided a seminal analysis of the health care system in the US...We [must] heed Fuchs' insightful understanding of the need to marry expansions in coverage with marked changes in the financing, payment, and organization of services.

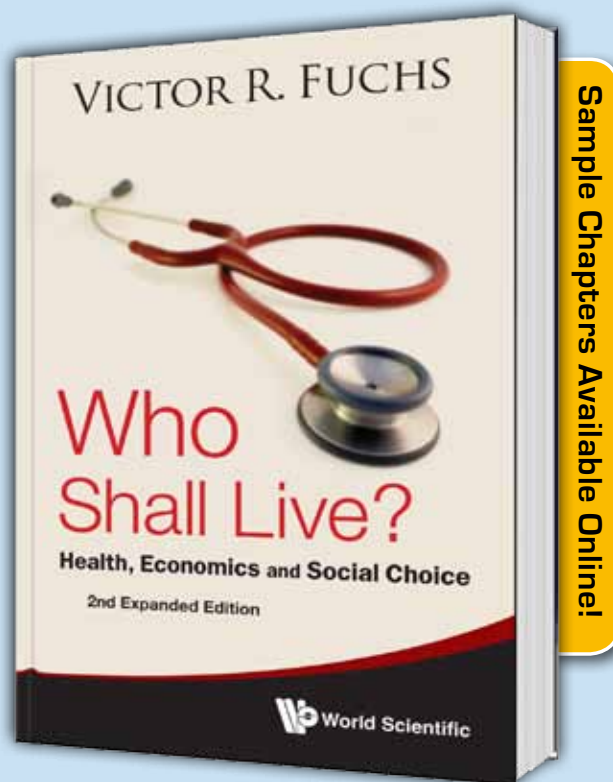
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Victor Fuchs is the most perspicacious, prolific, influential—and durable—of the small cadre of economists who founded the field of health economics... his analysis of health ...should be required reading for every state and federal legislator.

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Thirty-seven years ago, Vic Fuchs offered common sense, keen insights, and incisive data...about American health and health care...Every doctor, policy maker, and concerned citizen should listen...Vic Fuchs' Who Shall Live? is for you.

Richard Zeckhauser, Harvard University



About the Author

VICTOR R. FUCHS is the Henry J. Kaiser Jr. Professor Emeritus at Stanford University (Departments of Economics and Health Research and Policy), where he applies economic analysis to social problems of national concern, with special emphasis on health and medical care. He is author of nine books, editor of six others, and has published over a hundred articles, covering a wide spectrum of subjects including family, gender, and children. The first edition of *Who Shall Live? Health, Economics and Social Choice* (1974) helped prepare a new generation of health professionals for the policy problems of recent decades.

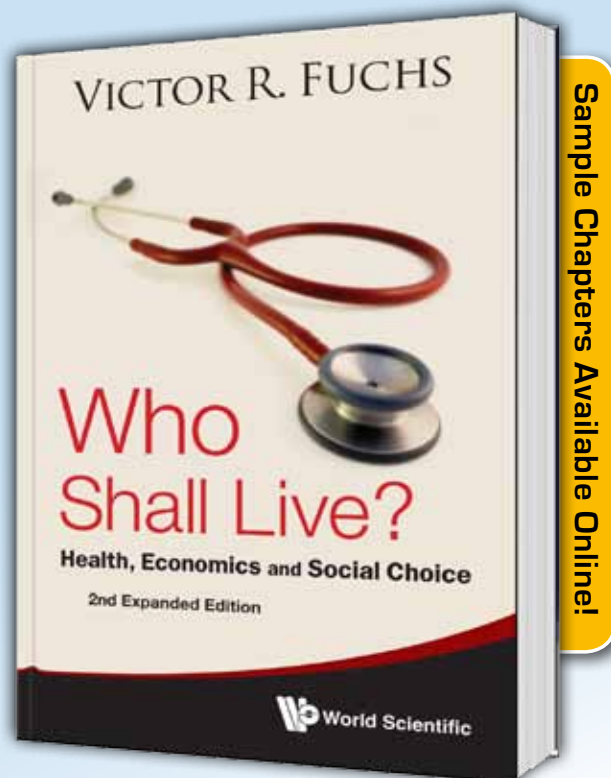
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Who Shall Live?

Health, Economics and Social Choice

by **Victor R Fuchs** (*Stanford University, USA*)

Bestselling Textbook
now in 2nd Expanded Edition!



Since the first edition of *Who Shall Live?* (1974) over 100,000 students, teachers, physicians, and general readers from more than a dozen fields have found this book to be a reader-friendly, authoritative introduction to economic concepts applied to health and medical care. Fuchs provides clear explanations and memorable examples of the importance of the non-medical determinants of health, the dominant role of physicians in health care expenditures, the necessity of choices about health at the individual and societal levels, and many other compelling themes.

Now, in a new introduction of some 8,000 words including new tables and figures, Fuchs, often called the “Dean of health economists”, concisely summarizes the major changes of the past 37 years in health, medical care, and health policy. He focuses primarily on the United States but includes remarks about health policy in other countries, and addresses the question of whether national health care systems are becoming more alike. In addition to reviewing changes, the introduction explains why health expenditures grow so rapidly, why health spending in the United States is so much greater than in other countries, and what physicians need in order to practice cost-effective medicine.

This second expanded edition also includes recent papers by Fuchs on the economics of aging, the socio-economic correlates of health, the future of health economics, and his policy recommendations for the United States to secure universal coverage, control of costs, and improvement in the quality of care. As was true of the first expanded edition (1998), this book will be welcomed by current students and life-long learners in economics, other social and behavioral sciences, medicine, public health, law, business, public policy, and other fields who want to understand the relation between health, economics, and social choice.

Readership: Undergraduates in economics, sociology and public policy; graduates in medicine, public health and public policy; physicians and other health professionals.

300pp (approx.)	May 2011	
978-981-4354-87-5	US\$70	£46
978-981-4354-88-2(pbk)	US\$42	£27

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Global Health Diplomacy - Vol. 1

**THE POWER SHIFT IN GLOBAL HEALTH
Emerging Economics and Regional Groupings**

edited by **Ilona Kickbusch** (*Graduate Institute of International and Development Studies, Switzerland*)

The book argues that global health governance is being conducted in a nonpolar world, one in which nation states are competing to establish their spheres of influence on a global scale, what Parag Khanna in his book *The Second World* has called the geopolitical marketplace. The emerging economies and new power centers are not only using the existing focal institution in global health, the World Health Organization, but also creating and using informal institutions such as clubs and regional groups, as well as bilateral ties with southern countries to increase their own influence on global decision-making for health.

200pp Jul 2011
978-981-4324-15-1 US\$78 £48
978-981-4324-16-8(ebook) US\$101

**WHY NATIONAL HEALTH INSURANCE?
A Primer for Health System Studies**

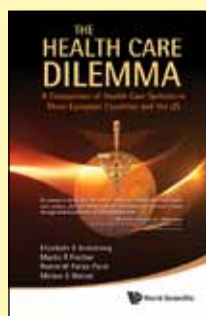
edited by **William C Hsiao** (*Harvard University, USA*), **Yaw-Tang Shih** (*National Health Institute, Taiwan*) & **Winnie Yip** (*Harvard University, USA*)

Global health has captured the world's attention and imagination, and has become an important new field of study. A critical part of global health involves the inquiry into national health systems. How a nation performs in disease prevention and transmission, health gains, reducing disparity in health, and insuring against catastrophic health expenses is influenced by its national health system. However, few studies have been conducted on the systemic aspects of health systems or have used comprehensive evidence to assess how well the system has performed. No book has been published on the performance of a national health system based on extensive and systematic empirical evidence. This book fills the gap in the literature.

380pp Winter 2012
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A Comparison of Health Care
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by **Elizabeth G Armstrong** (*Harvard Medical School, USA*), **Martin R Fischer** (*Witten/Herdecke University, Germany*), **Ramin W Parsa-Parsi** (*German Medical Association, Germany*) & **Miriam S Wetzel** (*Harvard Medical School, USA*)



"In this book we see vividly and first hand the diverse issues confronting patients and health care systems in Western countries. As we all seek solutions to the problems of providing optimal medical care, these patient stories will be a valuable source of information and insight."

Professor Jeffrey S Flier, MD, Harvard Medical School

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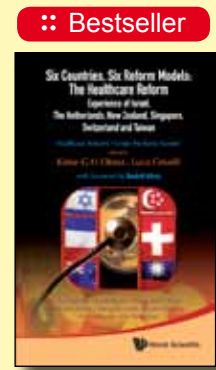
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THE HEALTHCARE REFORM EXPERIENCE OF
ISRAEL, THE NETHERLANDS, NEW ZEALAND,
SINGAPORE, SWITZERLAND AND TAIWAN
Healthcare Reforms "Under the Radar Screen"**

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foreword by **Rudolf Klein**

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Journal of the American Medical Association

256pp Dec 2009
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Thomas Rice, UCLA School of Public Health

216pp Nov 2009
978-981-283-837-7 US\$79 £52
978-981-283-838-4(ebook) US\$103

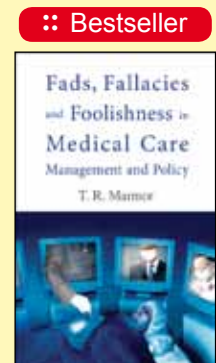
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WORLD SCIENTIFIC SERIES IN GLOBAL HEALTHCARE ECONOMICS AND PUBLIC POLICY

(ISSN: 2010-2089)



Editor-in-Chief

Richard M Scheffler

Distinguished Professor of Health Economics
and Public Policy

Director, Petris Center and GCHEPR
University of California, Berkeley, USA

Among the most dominant features of today's global economy, is the general state of global healthcare. Its lack of availability to the significant portion of global population (including in the United States and other developed countries) and, at the same time, its escalating costs and growing demands for more governmental and consumer control and access, have created a serious crisis. Such situation has extremely important economic, social, financial, educational and scientific implications. A great deal of serious research is being conducted in healthcare economics, with a very significant scientific output and there exists a tremendous interest in its results, from scientists, economists, commercial businesses, and policy makers, as well as from the general public.

While there exist a significant amount of literature dedicated to some of the aspects of the current healthcare economics issues, one finds a definite dearth of coverage of its global aspects, which are of increasing importance in today's interdisciplinary, international efforts in economics research. The global nature of today's economic markets, including healthcare provision markets makes the interdisciplinary research ever more complex, with the results and conclusion ever more important and far-reaching.

The *World Scientific Series of Global Healthcare Economics and Public Policy*, under the leadership of Professor Richard M. Scheffler, one of the world-renowned healthcare economists, public policy specialists and researchers in this field, seeks to fill this gap. It will strive to publish high-quality scientific works, including monographs, edited volumes, references, handbooks, etc., which address subjects of primary scientific importance on the global scale, as related to international economic policies in healthcare, social capital and healthcare economics in different global markets, drug-society interactions, global issues of pharmaco-economics, etc.

The works to be published within the framework of this series will appeal to researchers, graduate students, policy makers, practitioners and commercial businesses, dealing with healthcare economics worldwide.

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edited by **Richard Scheffler** (*University of California, Berkeley, USA*)

This book defines the field of social capital and health. Over the last two decades, there has been a recognition of the importance of social capital (usually defined as ties in the community, attachment to the community, and participation in community activities) and its impact on the health of those in that community. The purpose of this book is to show the growth in the field of social capital and health and to expose readers to a variety of approaches in order to think about and model the question of how health can be improved by investments in community social capital as well as by individual social capital.

An outstanding set of papers will be presented by authors from the United States, as well as from Europe and Asia. These papers are cutting-edge and explore the mechanisms through which social capital affects health. The papers also present the most recent empirical work and discuss the policy implications of their findings. Without a doubt, this will be a landmark book which will make the study of social capital and its impact on health a major area of research in the coming decade.

Contents: Social Capital and Its Relationship to Health; The Mechanisms: How Social Capital Affects Health; Recent Empirical Work on Social Capital and Health.

350pp (approx.)

978-981-4293-39-6

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Winter 2011

US\$107

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WSPC HANDBOOK OF GLOBAL HEALTHCARE ECONOMICS AND PUBLIC POLICY

edited by **Richard M Scheffler** (*University of California, Berkeley, USA*)

The Global Handbook of Health Economics will provide a systematic and up-to-date review of global health economics and public policy. This handbook will be different from other handbooks that have been developed in the field which focus on methodology and empirical findings. This Handbook will cover key issues in the field from a global perspective and will include but not be limited to the following list of topics: global pharmaceutical regulation and policy; global health workforce: shortages, methods and results; global perspective on health behaviors such as smoking, drugs, alcohol; mental health; global health technology; and strengthening health systems reforms throughout the world.

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