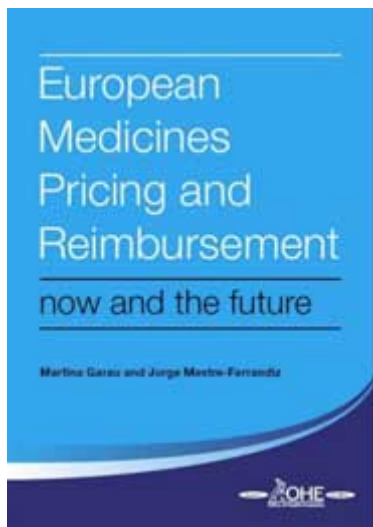


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Edited by Martina Garau and Jorge Mestre-Ferrandiz

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This book is a vital, non-technical guide illuminating recent developments within the five major European pharmaceutical markets. It clearly explains pharmaceutical regulatory policies on pricing and reimbursement, and their effects. Each chapter gives an overview of the current market, including aims, effectiveness, local markets, frameworks and politics, and then offers predictions for the next decade.

'This book aims not only to understand and discuss the mix of regulatory measures introduced by national policy makers in order to achieve their goals, but also to ascertain how these policies have actually shaped and influenced the characteristics and functioning of national pharmaceutical markets. In particular, each author has provided an analysis of existing pricing and reimbursement arrangements operating in their own country and an outline of policy scenarios that might emerge in the next decade.'

Martina Garau and Jorge Mestre-Ferrandiz, in the Introduction

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