

Sample essay on book selection

[Technology](#), [Innovation](#)



Burns, L. (2012). *The Business of Healthcare Innovation*. Cambridge: Cambridge University

Press.

This book provides an extensive analysis of regarding business trends in the manufacturing sector of the healthcare industry. The author provides an overview of the innovative efforts aimed at improving the healthcare delivery. The book considers the effect of innovation in biotechnology, medical devices, pharmaceuticals, platform technology, as well as information technology. Regarding each of the foregoing areas, the author looks at the sources and trends relating to scientific innovation, the regulatory measures employed in every sector and how the sectors carry out their function. Burns further evaluates various business and revenue approaches that seek to commercialize innovation as well as the developing trends that are usually established through activism and consumption. Some of the specific topics that the author discusses include the economics and the rationale relating to development of products, market arrangement and competition, sales and marketing, and pricing. Burns further considers contract negotiations, business strategies, alliances and mergers, and the growth perspectives.

Rationale

The abovementioned book provides information to illustrate the extent of innovation and health care. Accordingly, the book shows the reason why healthcare remains a vital aspect and a source of growth in the economy of any nation. The book, having been published in 2012, provides fairly recent

information that is important in understanding the advances that the healthcare sectors experience as a consequence of innovation within the sector. As such, the book provides important contribution that specifically informs people who are keen on devoting their resources and lives in the healthcare sector. It also considers the possibilities of introducing digital health facilities based on innovative forms of contemporary medicines. In a nutshell, all the information that the book provides is timely and helpful.

References

Burns, L. (2012). *The Business of Healthcare Innovation*. Cambridge: Cambridge University Press.