

“ Ed Schoonveld does an extraordinary job of making one of the most complex and vital topics in the industry intelligible to both new and experienced audiences. Best of all, he leverages case studies and straightforward frameworks to provide a pragmatic approach for mastering the theory of global pricing and access. I keep his book in easy reach for my own reference or to share with others. ”

Susanne Laningham

Executive Director, Global Value Access & Policy, Amgen

“ This book gives a great overview and offers several perspectives on drug pricing issues. It provides comprehensive new insights such as the need to take benefits assessments of pharmaceuticals into consideration during all steps of drug development and market access. The mix of theory, in the form of underlying arguments and analytical frameworks, along with practical and up-to-date, real-world solutions, makes this book an outstanding reference. ”

Thomas Mueller

Head of Pharmaceutical Department

Gemeinsamer Bundesausschuss (Federal Joint Committee), Germany

“ *The Price of Global Health* is the most informative and comprehensive book I have read on the topic of global pharmaceutical pricing and market access. Ed is able to distill complex topics into simplified and pragmatic frameworks, including insightful perspectives on market segmentation, communicating value, and pricing. The final section provides a useful reference, describing how key global healthcare systems are structured and their approach for assessing value. I have recommended this book for members of my team as part of their initial training. ”

David Kaplan

Senior Advisor, Global Payer Market Research, Eli Lilly

“ *The Price of Global Health* is a compelling and holistic introduction into the art and science of pricing. ”

Andreas Altemark

Head of Global Pricing & MACS Reporting, Bayer HealthCare Pharmaceuticals

“ Ed’s book has been a huge addition to the global pharmaceutical pricing educational process. I have used the book to teach pharmaceutical pricing since the book first arrived on the market. It fills a huge unmet need. The students find that Ed’s book transforms the complex global pricing environment and the factors that influence the pricing process into an understandable and manageable entity. The book takes a lot of data and transforms the information into key concepts. I can’t imagine teaching global pharmaceutical pricing without Ed’s book. ”

Richard Truex Ph.D.

Adjunct Professor, St. Joseph’s University, Philadelphia

“ This book should be on the shelves of every pharmaceutical company executive - in whatever discipline - and will prove invaluable to anyone interested in providing and financing modern healthcare. ”

Dr. Joe Zammit-Lucia

President and CEO, Cambridge Pharma Consultancy

“ *The Price of Global Health* is a rare book in pharmaceutical market access strategy that develops an understandable strategic perspective. It is based on considerable real-world experience and has been updated as the dynamics of the global pharma market have evolved. We used it as an important part of our onboarding process for all junior market access staff. Highly recommended. ”

Keith Hendricks

Vice President, Decision Support Group, Corporate Strategic Planning, AbbVie

“ This book is fantastic! ... People will love it. It’s very well suited for a broad audience from students to professionals to non-experts, and will hopefully be useful to demystify the subject a little. ...THE pharma pricing book! ”

Ulf Staginnus

Executive Director, Head Market Access & Pricing Europe, Endocyte