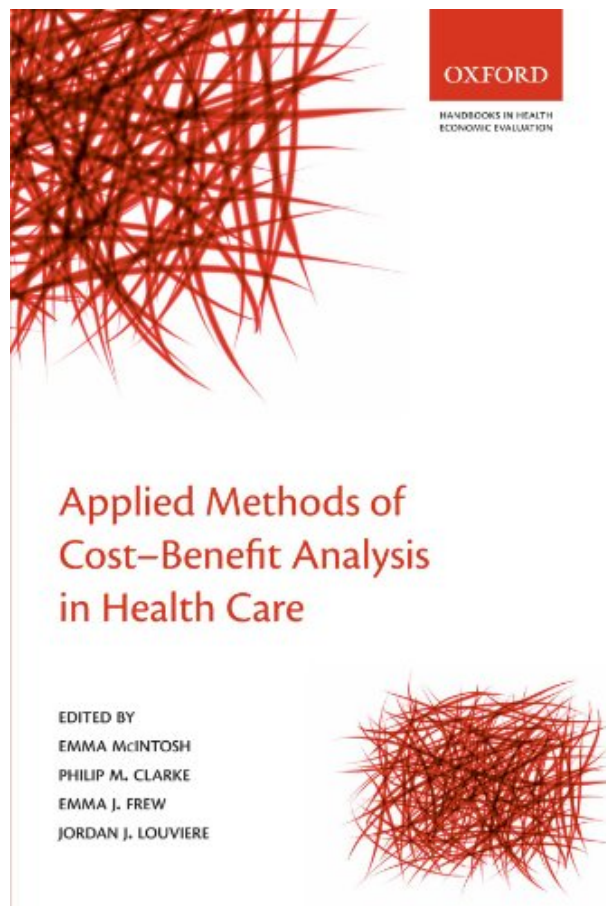
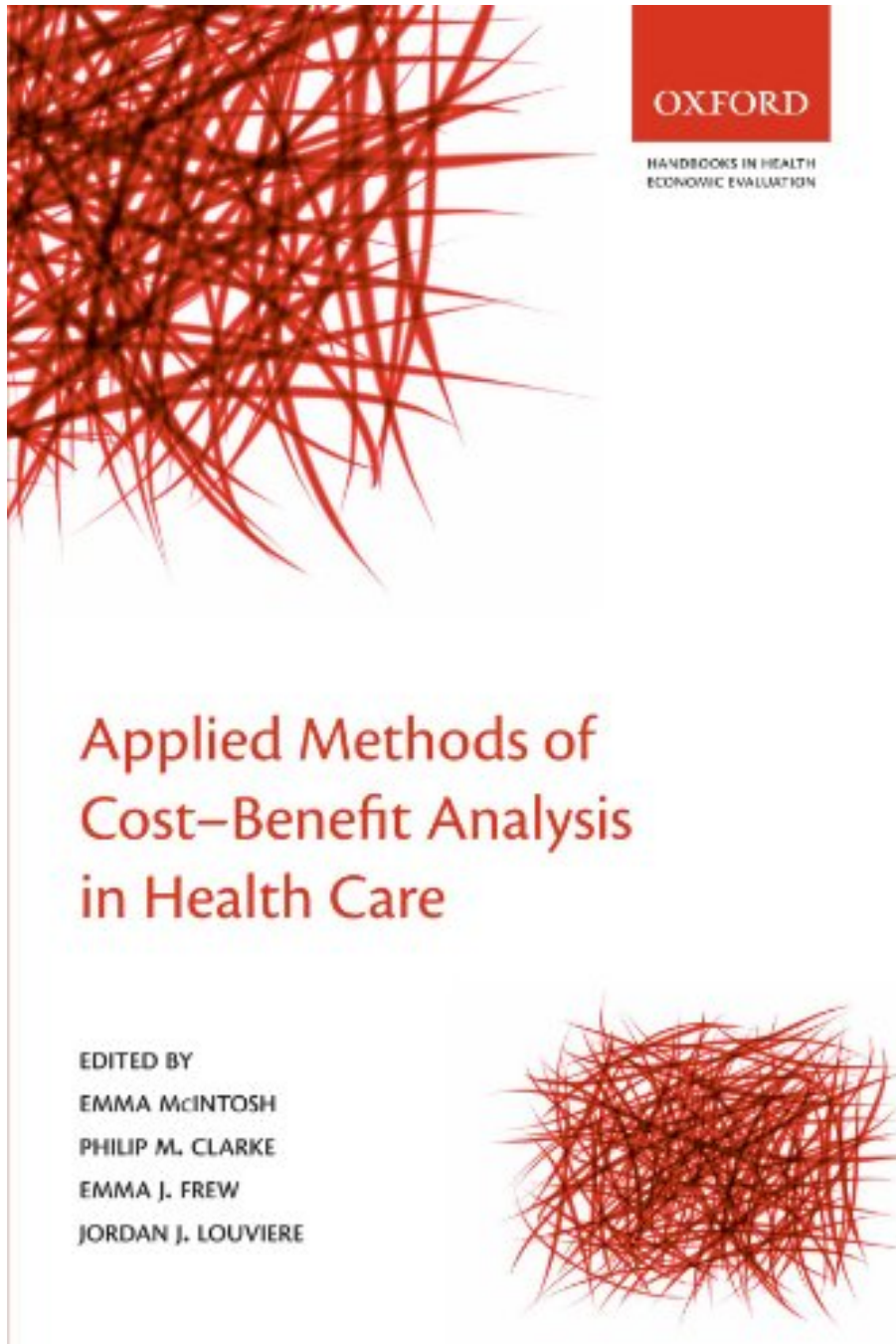


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About the Author

Dr Emma McIntosh joined the Health Economics Research Centre in August 2000. Emma has an MSc in Health Economics and a PhD in Economics. Prior to joining HERC Emma worked in the Health Economics Research Unit at the University of Aberdeen developing and applying stated preference discrete choice methods in health economics as well as carrying out economic evaluations alongside a number of trials in the areas of laparoscopic hernia repair and guidelines for urology. At HERC, Emma is working on a number of trials in Parkinson's Disease, stroke and home visiting as well as continuing her interest in developing the methodology of discrete choice experiments. Dr Emma Frew moved to Birmingham in March 2002, having previously worked at the University of Nottingham, where she obtained her PhD in health economics. Her research interests are broad but generally centre around methodological issues of outcome valuation, especially contingent valuation, and the use of economic tools within childhood populations. Emma has worked on various projects exploring the use of contingent valuation and has published widely in this area. As well as her work within contingent valuation, Emma is responsible for the health economics element of the West Midlands Research Design Service, leads the academic unit research theme in Cancer and has an interest in the development and changing trends of health economics teaching. Jordan Louviere was previously on the faculties of Sydney University, University of Utah, University of Alberta, University of Iowa, University of Wyoming and Florida State University. His current research projects include integration of structural equation and choice models, choice models for single persons, integration of basic science with choice models, the behavior of the error variance in latent dependent variable models, measurement models based on best-worst choices and theory and methods for valuing the equity of brands. He works with Australia, US and other firms on choice modeling applications. He is on the editorial boards of the Journal of Choice Modeling, and the International Journal of Research in Marketing. He is an OZ Reader for the Australian Research Council, and has received numerous research grants from NSF, SSHRC, ARC and other funding sources.

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This book provides the reader with a comprehensive set of instructions and examples of how to perform a cost-benefit analysis (CBA) of a health intervention. Developed out of a course run by Jordan Louviere at the University of Technology, Sydney, entitled An Introduction to Stated Preference Discrete Choice Modelling it has a particular focus on the use of stated preference survey methods to identify consumer preference data, as well as the use of recent developments in cost-effectiveness analysis within a CBA framework. In doing so, the most up to date methodologies for CBA are compiled in a comprehensive manner with the aim of advancing the methodology of CBA in healthcare.

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Series editors Alastair Gray and Andrew Briggs

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