Reviewer's report

**Title:** Prevention praised, cure preferred? Results of between-subjects experimental studies comparing (monetary) appreciation for preventive and curative interventions

**Version:** 2  
**Date:** 16 November 2013  
**Reviewer:** Jeffrey Kullgren

**Reviewer's report:**

The authors have done an admirable job responding to my comments and suggestions and I recommend acceptance of this revised version.

**Level of interest:** An article of importance in its field

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**

I declare that I have no competing interests.