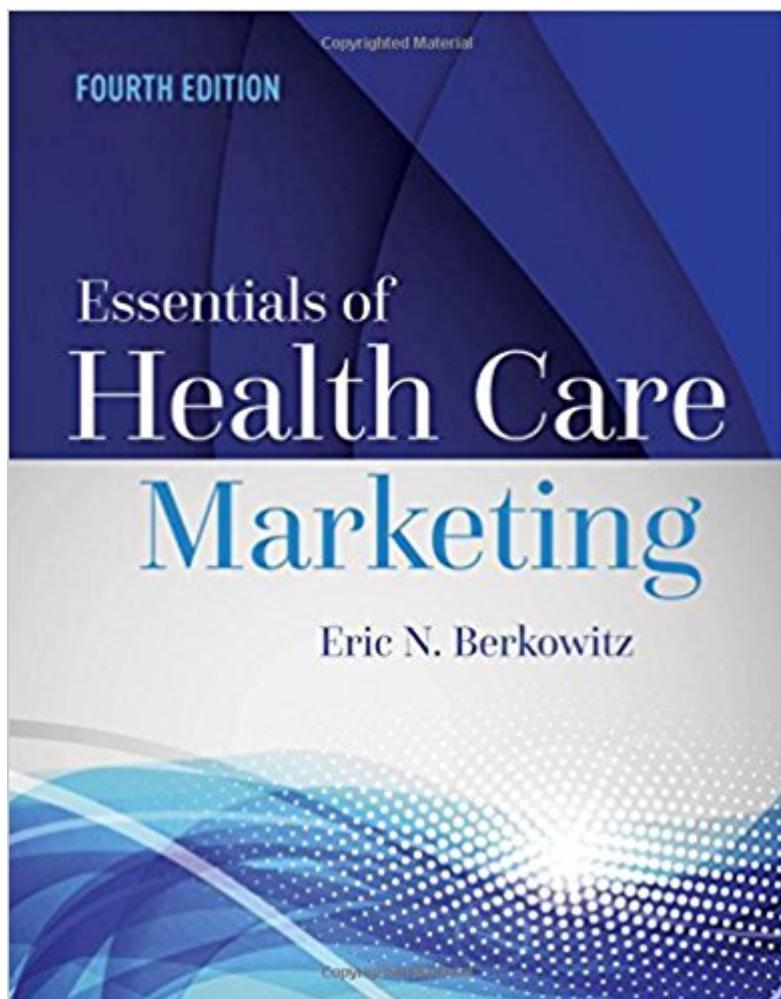


The book was found

Essentials Of Health Care Marketing



Synopsis

The healthcare industry continues to undergo enormous changes with new laws and policies, fresh innovations, and an increasingly educated health consumer. As such, healthcare administrators must be prepared to shift their strategies in order to meet the demands of this dynamic market. *Essentials of Health Care Marketing*, Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market. This complete curriculum of marketing management tools and techniques is ideal for graduate courses, though advanced undergraduates can readily grasp the level of presentation. New to the Fourth Edition: Chapter 3 (Environment) heavily revised to include new health care delivery models, increased competition, foreign competitors, and health care reform. Chapter 4 now includes discussion of exchanges. Chapter 10 addresses increasing amount of system consolidation.

Book Information

Paperback: 592 pages

Publisher: Jones & Bartlett Learning; 4 edition (August 29, 2016)

Language: English

ISBN-10: 1284094316

ISBN-13: 978-1284094312

Product Dimensions: 7 x 0.9 x 8.9 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #11,386 in Books (See Top 100 in Books) #2 in Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Hospital Administration & Care #4 in Books > Medical Books > Administration & Medicine Economics > Health Care Administration #7 in Books > Medical Books > Administration & Medicine Economics > Hospital Administration

Customer Reviews

required for a class. decent read.

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing,

Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) CAT CARE: BEGINNERS GUIDE TO KITTEN CARE AND TRAINING TIPS (Cat care, cat care books, cat care manual, cat care products, cat care kit, cat care supplies) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Essentials Of Managed Health Care (Essentials of Managed Care) Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Public Health Nursing - Revised Reprint: Population-Centered Health Care in the Community, 8e (Public Health Nursing: Population-Centered Health Care in the Community) Essentials of Managed Health Care (MANAGED HEALTH CARE HANDBOOK (KONGSTVEDT)) 5th (fifth) edition Orchids Care Bundle 3 in 1, THE NEW EDITION: Orchids + Orchids Care For Hobbyists + Phalaenopsis Orchids Care (Orchids Care, House Plants Care, Gardening Techniques Book 4) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success.

[Contact Us](#)

DMCA

Privacy

FAQ & Help