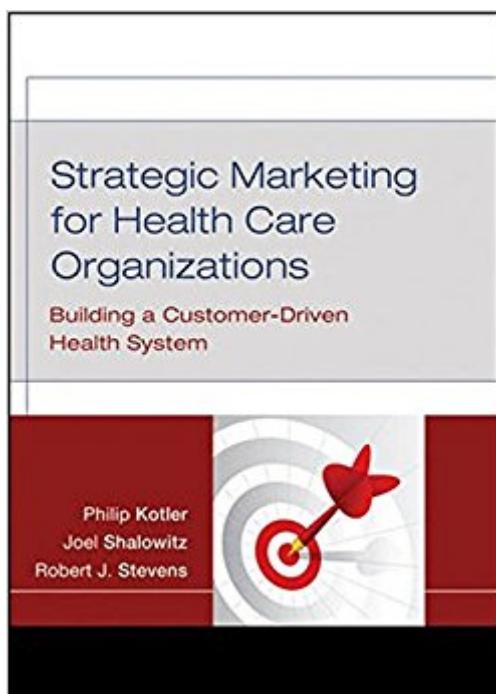


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# Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System



## **Synopsis**

This much-needed text offers an authoritative introduction to strategic marketing in health care and presents a wealth of ideas for gaining the competitive edge in the health care arena. Step by step the authors show how real companies build and implement effective strategies. It includes marketing approaches through a wide range of perspectives: hospitals, physician practices, social marketing, international health, managed care, pharmaceuticals, and biotechnology. With Strategic Marketing for Health Care Organizations, students and future administrators will have a guide to the most successful strategies and techniques, presented ready to apply by the most knowledgeable authors.

## **Book Information**

Hardcover: 576 pages

Publisher: Jossey-Bass; 1 edition (May 9, 2008)

Language: English

ISBN-10: 0787984965

ISBN-13: 978-0787984960

Product Dimensions: 7.3 x 1.4 x 9.6 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 16 customer reviews

Best Sellers Rank: #95,050 in Books (See Top 100 in Books) #62 in Books > Textbooks >

Medicine & Health Sciences > Administration & Policy > Hospital Administration & Care #87

in Books > Medical Books > Administration & Medicine Economics > Hospital Administration

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Praise for Strategic Marketing for Health Care Organizations "This outstanding book not only delineates powerful conceptual frameworks and tools but is also studded with real-life, captivating examples in organizations that range from governments to biotech firms to Web portals, that illustrate how to make it happen. A tour de force." "Regina E. Herzlinger, Nancy R. McPherson Professor of Business Administration, Harvard Business School" This book is a first-rate introduction to the concepts and tools professional marketers use to develop cutting-edge value propositions for key target audiences in a range of health care arenas. It offers both frameworks for thinking about marketing strategy and insights into a range of tactical alternatives. It is a state-of-the-art volume for those in various health care fields who are eager to be better marketers, students who want to join

their ranks, and those who simply are wondering what marketing is all about and how it might help their organizations." "Alan R. Andreasen, professor of marketing, McDonough School of Business, Georgetown University"Kotler, Shalowitz, and Stevens, in this important book, Strategic Marketing for Health Care Organizations, make many valuable contributions to our field, especially their discussion of tradeoffs among the three core aims of any health care system: cost, quality, and access. Students and professionals continually face this problem all the time." "Lawton R. Burns, James Joo-Jin Kim Professor, professor of Health Care Systems and Management, the Wharton School of the University of Pennsylvania and director, Wharton Center for Health Management and Economics"This work places marketing as a core activity impacting all of health care, from prevention to continuing care. It provides a comprehensive foundation for beginners and a valuable reference for experienced managers on a major and often overlooked aspect of management." "John R. Griffith, Andrew Pattullo Collegiate Professor, Department of Health Management and Policy and director, Griffith Leadership Center, Department of Health Management and Policy, University of Michigan School of Public Health

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Very comprehensive yet easy to read. Lots of ideas to get yourself started in healthcare management.

This book was used in a Masters level Marketing class.I thought it was ok.Megan Tengerstrom

Useful on my kindle.

This book provides much more detail in his slightly more comprehensive than Thomas's book. It is also required book for our GWU coursework. I like its ability to reference various components of healthcare marketing.

It highlights all the basics for marketing in the health care industry. If you need just one book to do marketing in health care industry, this is the book.

This is an unapproachable esoteric and not even well-written text.

Good condition

Excede expectation.

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