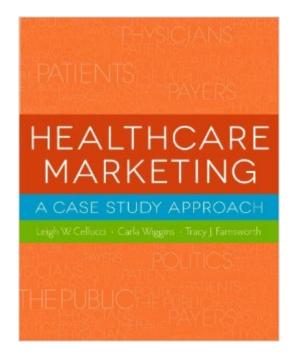
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Healthcare Marketing: A Case Study Approach





Synopsis

Experienced healthcare marketers know that the traditional four Ps of business marketing product, price, placement, and promotion don t always translate into the world of healthcare marketing. In this practical guide, the authors address the importance of a different set of Ps physicians, patients, payers, public, and the presence of politics for building a solid foundation in healthcare marketing. The book focuses on the unique needs of marketing in the healthcare industry, applying general marketing theory and concepts where appropriate and tapping into the day-to-day experiences of working healthcare marketing professionals. The four main parts of the book are introduced by comprehensive cases that will challenge readers to consider strategic marketing other products and services. Each chapter includes an additional case study that addresses relevant healthcare marketing practices Physician, patient, and hospital interactions Alignment of strategic marketing efforts to the mission, vision, and values of an organization Ethics of healthcare marketing basics of a healthcare marketing plan

Book Information

Paperback: 310 pages Publisher: Health Administration Press; 1 edition (November 15, 2013) Language: English ISBN-10: 1567936059 ISBN-13: 978-1567936056 Product Dimensions: 19.7 x 19.7 x 24.8 inches Shipping Weight: 1.2 pounds (View shipping rates and policies) Average Customer Review: 1.0 out of 5 stars Â See all reviews (1 customer review) Best Sellers Rank: #280,940 in Books (See Top 100 in Books) #77 in Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Practice Management & Reimbursement #112 in Books > Medical Books > Administration & Medicine Economics > Practice Management & Reimbursement #378 in Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Care Delivery

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