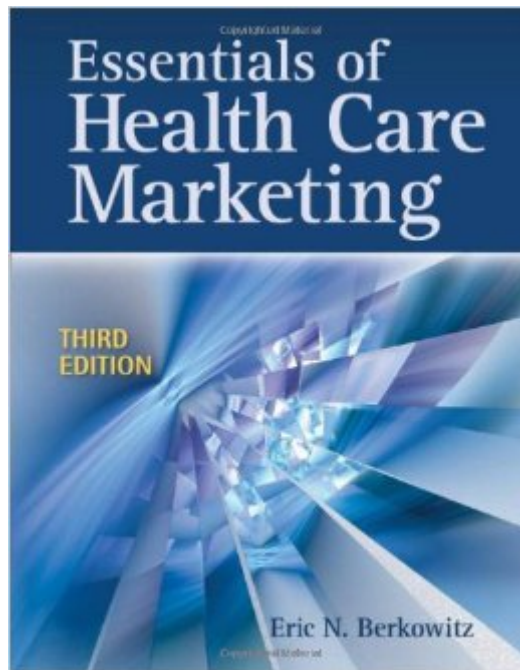


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# Essentials Of Health Care Marketing



## 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, Third 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. The text is a complete curriculum of marketing management tools and techniques and is ideal for graduate courses, though advanced undergraduates can readily grasp the level of presentation. Key features:

- Filled with examples from a wide array of health care providers, health systems, HMOs, physician-hospital organizations, and more.
- Covers fundamental topics such as market research, strategy, and the strategic marketing process.
- Chapters include learning objectives, key terms, and chapter problems for discussion.
- Accompanied by downloadable Instructor's Manual and PowerPoint slides to facilitate course instruction.

## Book Information

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## Customer Reviews

Easy to read, thorough marketing book with a focus on the healthcare industry. The book was assigned reading for one of my MBA courses and it has given me tons of great marketing ideas for my practice. Highly recommended.

The text is dry but it gets to the point. There are thought provoking questions for review at the end. However, it does not offer enough specific examples for applying marketing principles that are covered in the text to the healthcare industry. Not a keeper.

It is a class text book so there isn't much else besides that. It is boring to read and the questions at the back are helpful to review the chapter. And the professor has the slides that matches the book that highlights all the important parts.

This is a very good book for introduction reading. However, all chapters are extremely long (more than 40 pages each); and the writing is not very interested and attractive, so gets dry reading along.

I received this book 4-5 days prior to the delivery schedule. Content is very good and useful. I plan to apply ideas I've got from reading this text book to my lecture that I have to give to my students. It provides many interesting topics regarding health care marketing. Some ideas could be adopted for private hospital management.

the text was easy to reference and provide me with the skills i needed to be succesful in my class.

Wonderful book for those looking to understand the basics. Easy to read

Book was bought for Graduate class. Author makes the information easy to read and follow.

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