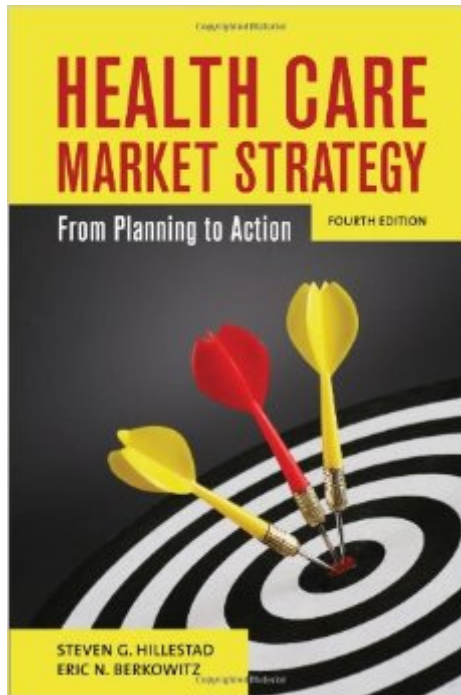


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# Health Care Market Strategy: From Planning To Action



## Synopsis

Health Care Market Strategy: From Planning to Action, Fourth Edition, a standard reference for over 15 years, bridges the gap between marketing theory and implementation by showing you, step-by-step, how to develop and execute successful marketing strategies using appropriate tactics. Put the concepts you learned in introductory marketing courses into action using the authors'™ own unique model—called the strategy/action match—•from which you will learn how to determine exactly which tactics to employ in a variety of settings. In this new edition, you'™ll also discover the latest practical applications for strategy development, the marketing planning process, challenges of a competitive marketplace, vision, and other critical aspects of health care marketing. The Fourth Edition also examines new health care delivery models, increasing competition, foreign competitors, and health care reform. Students will come away with a clear understanding of the link between the board room and its connection to tactics in the marketing division. The authors provide models and methods to help organizations discuss and create clear and precise visions for their organizations. The new edition also includes expanded Appendices that present a clear picture of what a typical market plan should look like.

## Book Information

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## Customer Reviews

This book still stays within my reach as I work. As a freelance writer and editor, I do a lot of work focusing on the health care industry. It is one of the few books I did not sell have completing my Master's degree.

I enjoyed this book and expect I will be referring to it regularly as my career progresses. It has all the pertinent, still up to date information you need to adequately create a viable marketing plan. I had very little knowledge in this area and after finishing this book, I was able to successfully present an approved plan.

Excellent book. Everything is so clear and concise. Learned a lot from the book. Its the updated version, thats also one of the plus points.

I really liked this book. Good information. the subject matter was well represented and it was very easy to follow. This was particularly interesting to me and was very pertinent.

This book was instrumental in my marketing class and was very informative. It was an easy read and was a good reference for my class.

Good book! Informative...it was required for a course in my health care administration degree program

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