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Health Care Marketing: Tools And Techniques



Synopsis

Health Care Marketing: Tools and Techniques provides the reader with essential tips, strategies, tools and techniques for successful marketing in the health care industry. Complete with summary questions and learning objectives, this book is a must-have resource for anyone interested in health care marketing. Both students and professionals will find this text to be extremely useful in learning how to build effective marketing campaigns and strategies.

Book Information

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Customer Reviews

This book might be one of the most understated books of its kind in the Marketplace. I teach at Carnegie Mellon University's, Heinz College and initially selected this book to be a brief part of my Masters Course. Over the past four years, I have spent more and more time on this book as at least 2-4 students a year tell me that they believed they got a job offer because of this book. For any student looking to know how to use the tools of marketing and strategy, this is the book for you. For any student desiring to work for a large consulting firm, this is your book. It is concise and to the point. I apologize to the author for initially underestimating the impact of his work, as Voltaire stated "Common sense is not so common". Thank you John

Excellent Book and it is recommended to read by all marketers whether they are in HC or not. Thank you for the author this great book.

It was a great price and the book was in great condition.

Good reference.

The book is written in an easy to understand format. I recommend this book to anyone who is studying healthcare marketing.

Thank you for sending this out so quickly! I received this book plenty of time before my class started! This text was in wonderful shape, just as described

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