

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.

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Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System Robert J. Stevens is president of Health Centric Marketing in Durham, North Carolina and an Adjunct Professor at the School of Public Health at. Kotler, P., Shalowitz, J., & Stevens, R. J. (). Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health System. Jossey-Bass. Strategic Marketing for Health Care Organizations has 10 ratings and 1 review. for Health Care Organizations: Building a Customer-Driven Health System. With Strategic Marketing for Health Care Organizations, students and future Care Organizations: Building A Customer-Driven Health System.

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