



Cases and Select Readings in Health Care Marketing (Haworth Series in Marketing and Health Services Administration, No 2)

*William Winston, Robert L Berl *Deceased*, Robert Sweeney*

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Directed specifically at the practicing marketing executive, Cases and Select Readings in Health Care Marketing integrates understandable explanations of marketing concepts, articles selected for topical timeliness and pragmatic value, and case studies illustrating the detail and complexity of market decisions faced by today's health care and human services marketing professional. Each chapter of this landmark volume includes a brief but thorough presentation of one conceptual area of marketing, which is then evaluated, analyzed, or demonstrated in selected articles written by prestigious and successful members of the marketing profession. Finally, a variety of extensive case studies follow which have been gathered to demonstrate further the service marketing profession at work. Many of these excellent cases were prepared especially for this volume and represent path-breaking treatments of such topics as health care marketing auditing, psychographic analysis, pricing in alternative delivery systems, promoting a public health service, and marketing planning for private colleges. Special offer from the editors: Buy Cases and Select Readings in Health Care Marketing and the authors will guarantee you a free written response--up to three pages--to your first inquiry about marketing your own organization!

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