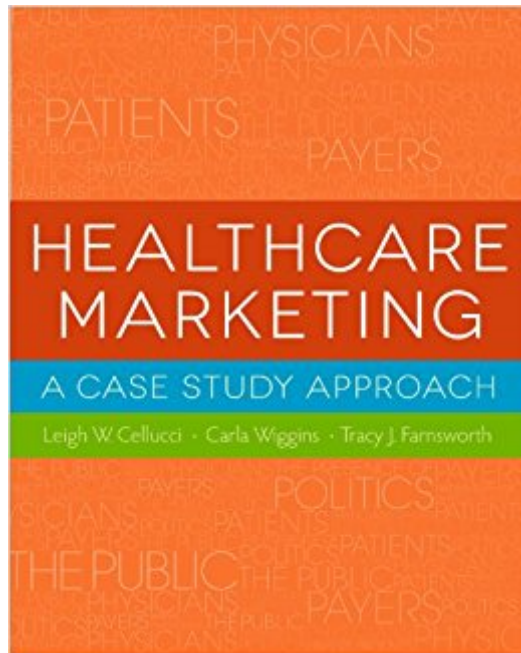


The book was found

# Healthcare Marketing: A Case Study Approach



## Synopsis

Experienced healthcare marketers know that the traditional four Ps of business marketing product, price, placement, and promotion don't always translate into the world of healthcare marketing. In this practical guide, the authors address the importance of a different set of Ps physicians, patients, payers, public, and the presence of politics for building a solid foundation in healthcare marketing. The book focuses on the unique needs of marketing in the healthcare industry, applying general marketing theory and concepts where appropriate and tapping into the day-to-day experiences of working healthcare marketing professionals. The four main parts of the book are introduced by comprehensive cases that will challenge readers to consider strategic marketing initiatives while teaching them the differences between marketing healthcare and marketing other products and services. Each chapter includes an additional case study that addresses relevant healthcare marketing concepts through real-world applications. Topics addressed in this book include: The history of healthcare marketing practices Physician, patient, and hospital interactions Alignment of strategic marketing efforts to the mission, vision, and values of an organization Ethics of healthcare marketing Stakeholders roles in healthcare marketing Conflict management techniques The basics of a healthcare marketing plan

## Book Information

Paperback: 310 pages

Publisher: Health Administration Press; 1 edition (November 15, 2013)

Language: English

ISBN-10: 1567936059

ISBN-13: 978-1567936056

Product Dimensions: 19.7 x 19.7 x 24.8 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 1.0 out of 5 stars Â Â See all reviews Â (1 customer review)

Best Sellers Rank: #280,940 in Books (See Top 100 in Books) #77 in Â Books > Textbooks >

Medicine & Health Sciences > Administration & Policy > Practice Management & Reimbursement

#112 in Â Books > Medical Books > Administration & Medicine Economics > Practice Management

& Reimbursement #378 in Â Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Care Delivery

## Customer Reviews

They should mention that only instructors allowed to order the book because when requesting

resources, the request was rejected as I am not an instructor. Below the reply from the site... This is totally SILLY and they are not honest."You do not have to be an instructor to order the book, however, you must be an instructor to be granted access to the instructor resources."

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Healthcare Marketing: A Case Study Approach Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Scooby-Doo Set of 8 Mystery Chapter Books (Haunted Castle ~ Snow Monster ~ Fairground Phantom ~ Spooky Strikeout ~ Case of the Haunted Hound ~ Case of the Living Doll ~ Case of the Spinning Spider ~ The Creepy Camp) Introduction to the Financial Management of Healthcare Organizations, Sixth Edition (Gateway to Healthcare Management) Fundamentals of Human Resources in Healthcare (Gateway to Healthcare Management) Healthcare Information Technology Exam Guide for CompTIA Healthcare IT Technician and HIT Pro Certifications Healthcare Made Easy: Answers to All of Your Healthcare Questions under the

Affordable Care Act A Lean Guide to Transforming Healthcare: How to Implement Lean Principles in Hospitals, Medical Offices, Clinics, and Other Healthcare Organizations No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business)

[Dmca](#)