



Essentials Of Health Care Marketing

Eric N. Berkowitz

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The healthcare industry continues to undergo enormous changes with new laws and policies, fresh innovations, and an increasingly educated health consumer. As such, healthcare administrators must be prepared to shift their strategies in order to meet the demands of this dynamic market. *Essentials of Health Care Marketing, Third Edition* will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market. The text is a complete curriculum of marketing management tools and techniques and is ideal for graduate courses, though advanced undergraduates can readily grasp the level of presentation. Key features:

- Filled with examples from a wide array of health care providers, health systems, HMOs, physician-hospital organizations, and more.
- Covers fundamental topics such as market research, strategy, and the strategic marketing process.
- Chapters include learning objectives, key terms, and chapter problems for discussion.

Accompanied by downloadable Instructor's Manual and PowerPoint slides to facilitate course instruction.

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