



Strategic Management of Health Care Organizations

Linda E. Swayne, W. Jack Duncan, Peter M. Ginter

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The 6th edition of this classic strategic management text provides up-to-date and concise coverage of all the essential strategic momentum. In this edition, the authors have comprehensively addressed issue assessment in the health care environment, service area competitor analysis, internal organizational analysis, development of directional strategies, strategy formulation, and strategy implementation. Through the many new examples and perspectives integrated throughout the text along with numerous "strategic thinking maps" and analysis techniques, readers of this text will be able to develop comprehensive, well-documented, and innovative strategies for health care organizations. The focused format of this edition, combined with web support, make this an essential and accessible read. Highlights of the sixth edition: * This edition is rich in new examples from real-world health care organizations * In response to the waning interest among senior executives in the pursuit of short-term value, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of long-term success * Chapters are brought to life by the Introductory Incidents, Learning Objectives, Perspectives, Lessons for Health Care Managers, Managers Bookshelf, and questions for class discussion * The teaching materials and web supplements have been greatly enhanced in this edition, with power-point slides and other handy tools to give professors a unique resource

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