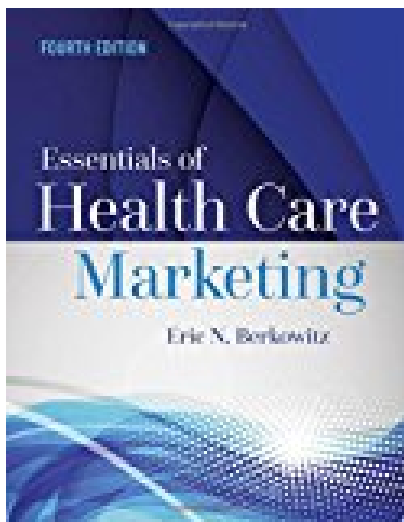


# Essentials Of Health Care Marketing

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## BOOK DETAILS

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- Publisher : Jones & Bartlett Learning
- Language : English
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## BOOK SYNOPSIS

Essentials of Health Care Marketing, Fourth 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.

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