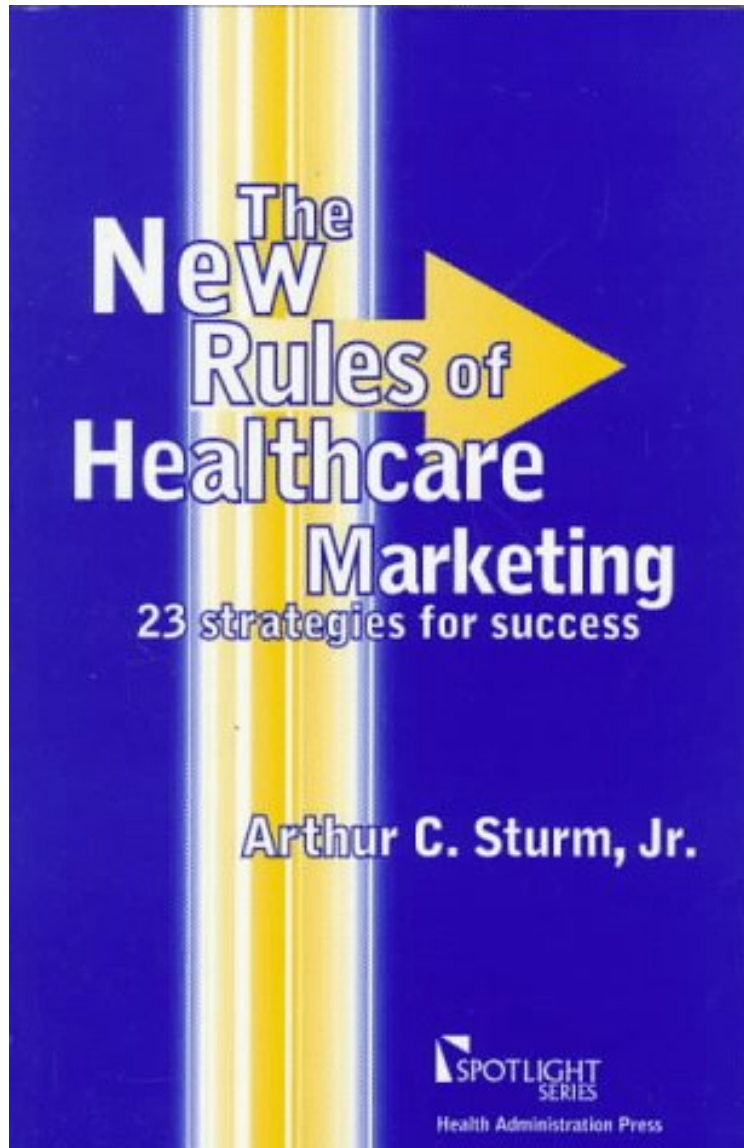


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Arthur C. Sturm

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Arthur C. Sturm : The New Rules of Healthcare Marketing: 23 Strategies for Success (Spotlight Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Rules of Healthcare Marketing: 23 Strategies for Success (Spotlight Series):

Discover the components of a successful integrated marketing approach, including: * Creating and maintaining a brand identity * Understanding your customers' core needs * Achieving excellence in customer service * Maintaining focus in your marketing and strategy * Implementing one-on-one marketing * Using the Internet for marketing and communications * Incorporating physicians in marketing * Delivering focused products to specific audiences

"With wit and insight, Arthur Sturm has encapsulated for busy executives the complexities of healthcare marketing. The New Rules of Healthcare Marketing shows how effective marketing and strategy development can help an organization stand tall in a competitive market. CEOs, physician executives, trustees, and marketing professionals all will find the book an enjoyable read and a valuable resource." -- Thomas A. Atchison, Ed.D., President, Atchison Consulting Group

From the Author Why did I write the book? The healthcare market is one of the most dynamic industries in the U.S. The rules of operation are being rewritten daily. So it seems only logical that the marketing rules are being rewritten as well. I wrote the book to give senior managers, trustees, physicians and marketers a quick "reality check" on the many issues they needed to address to move their organizations forward. Rather than doing a long drawn out text, I decided to speak in a more conversational tone, use examples from other industries and share my personal experiences both in and outside of the healthcare industry. The result is an easy-to-read book that blends facts, humor and insight. What do I want the book to do? The purpose of this book is to create a dialogue within leading healthcare systems in the US. It isn't a book of answers; it's full challenges. And each institution is going to have to develop its unique set of responses. I like to think of this book as "yeast" - it gives rise to ideas. Important chapters That's probably an unfair question to an author. But if I had to pick, I think the chapters on "vocabulary," "alternative medicine," "retail pharmacy," are my favorites. But I have received numerous letters from readers who have found others they prefer. That's the fun about this book. You can pick what's right for you.

About the Author Arthur C. Sturm, Jr., is President and CEO of Sturm Rosenberg King and Co., a Chicago-based marketing and advertising firm.