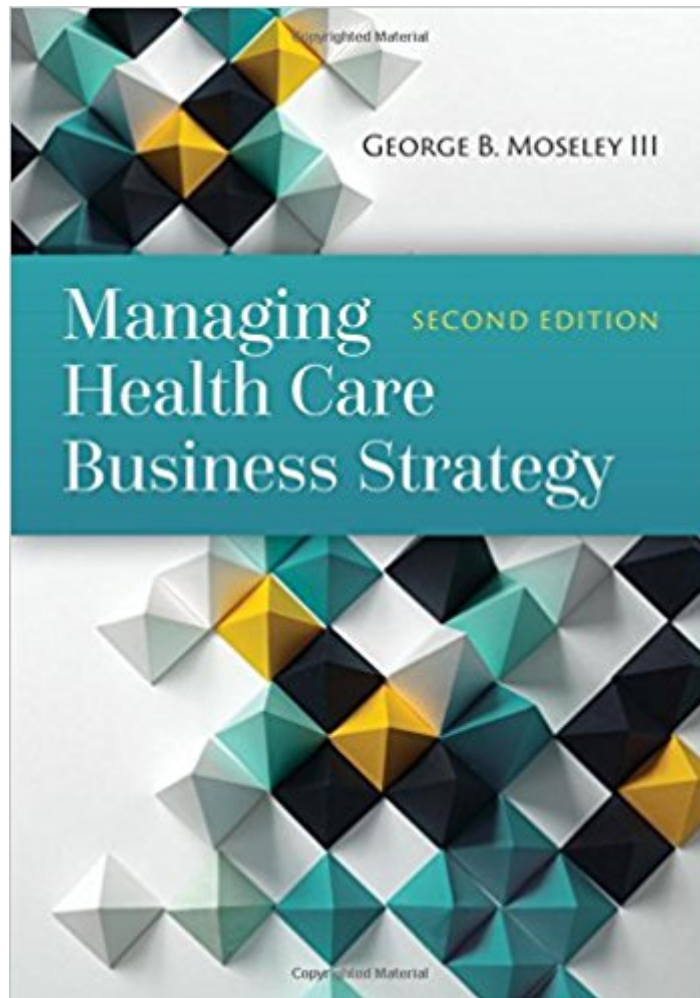




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# Managing Health Care Business Strategy



## Synopsis

Managing Health Care Business Strategy explores the most important aspects of planning and implementing strategy in a health care organization in very practical, actionable language with relevant, real-life and hypothetical examples throughout. Using simple, accessible language, the author explains everything you need to know to get started managing strategy in a health care organization. The book includes a description of the basic multi-step process of creating and then managing a strategic plan, as well as specific strategic options (merger/acquisition, reorganization, joint venture) and some of the popular tools for analyzing strategic situations (balanced scorecard, Six Sigma, SWOT). The second edition is a major expansion offering 10 additional chapters that examine the finer details of formulating and implementing strategic initiatives. The Second Edition:

- Explores the most commonly used strategy options along with practical guidelines on when and how to use them
- Examines the strategic contributions of key business functions including finance, marketing, human resources, and legal
- Looks at general factors in the management of organizations that have a direct bearing on the execution of their strategies

Perfect for those pursuing a career in health care management, health care leadership, biotech entrepreneurs, technology startups, government administrators, and more, Managing Health Care Business Strategy offers a framework of widely-accepted strategic planning principles coupled with practical advice on how they work in the real-world. The book is appropriate for graduate and undergraduate courses (in schools of business, public health, medicine, hospital administration, public administration, law), community college programs, continuing education, and professional education.

## Book Information

Hardcover: 424 pages

Publisher: Jones & Bartlett Learning; 2 edition (April 3, 2017)

Language: English

ISBN-10: 1284081109

ISBN-13: 978-1284081107

Product Dimensions: 1.2 x 7.8 x 9.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

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Best Sellers Rank: #60,194 in Books (See Top 100 in Books) #31 in Books > Medical Books > Administration & Medicine Economics > Health Care Administration #44 in Books > Textbooks

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