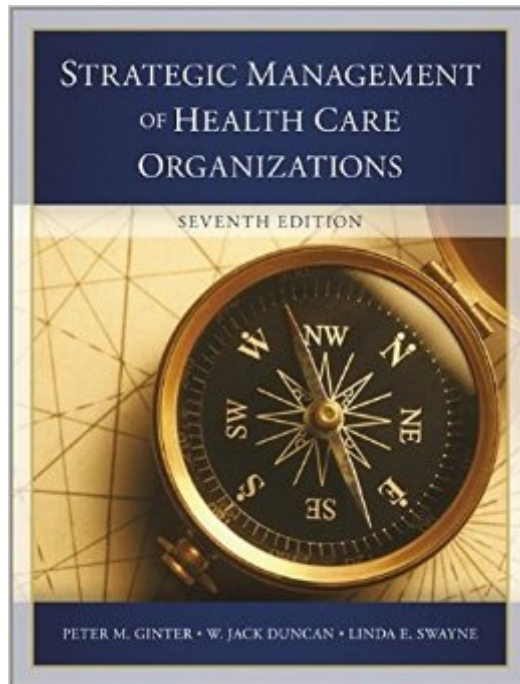


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The Strategic Management Of Health Care Organizations



Synopsis

A structured strategic management approach is what's needed to tackle the revolutionary change the health care system has been experiencing. Today, health care organizations have almost universally embraced the strategic perspective first developed in the business sector and now have developed strategic management processes that are uniquely their own. Health care leaders have found that strategic thinking, planning, and managing strategic momentum are essential for coping with the dynamics of the health care industry. Strategic Management has become the single clearest manifestation of effective leadership of health care organizations. The 7th edition of this leading text has been revised and updated to include a greater focus on the global analysis of industry and competition; and analysis of the internal environment. It provides guidance on strategic planning, analysis of the health services environment (both internal and external) and lessons on implementation. It also looks at organizational capability, sustainability, CSR and the sources of organizational inertia and competency traps.

Book Information

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Customer Reviews

Good reference for graduate course in Planning and Evaluation of a Health Program. Specific, informative and great diagrams. Using it electronically support better an interaction with the students, in my case in the field of Public Health.

4 Stars for content. Like 2 stars for kindle e-book version. The inability to copy and paste quotes (or

questions to place into a word document) is beyond annoying. The lack of page numbers makes locating assignments a ridiculous chore. I will pay \$5-\$10 more for the VitalSource version next time which not only allows me to copy and paste, but provides me with a citation as well. Also, VitalSource includes page numbers. This was the first and last time I will use for an e-textbook, very sorry to say.

Used this book for my strategic management course. I did well in the course because of this book- it has everything you need to know about strategic management, I will be keeping a copy for my professional needs to refer back to some of the concepts. Its fairly easy to follow but pairs best with a course.

This book is very comprehensive and covers various management topics in health care. I appreciated a lot the strategic management chapters of the book. I highly recommend it if you like to broaden your horizon in health care. The book also allows to get more insight in various fields through the more illustrative chapters.

If you need to understand strategic management in health care, this textbook is invaluable. The many tables and resources add to the well-organized content. Although not easy reading, the book effectively provides all the overview you need on this topic.

An extraordinary revision of previous editions that makes it shorter and easier to read for students as well as for professionals.

Purchased StrategicManagement of Health Care Organizations and found it to be "solid" (well written using concepts and verbiage by current standards"I receive the book in plenty of time for my class in mint condition.Carla

Excellent read and very useful as a supplement to class material.

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