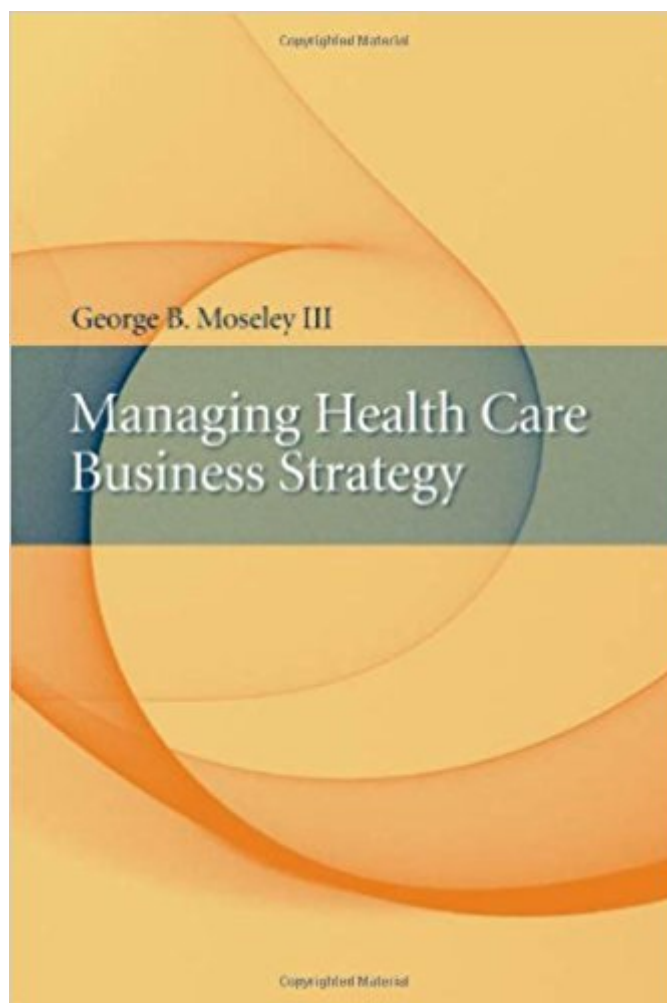


The book was found

Managing Health Care Business Strategy



Synopsis

This is the definitive textbook on strategic planning and management in health care organizations for those pursuing a career in health care in undergraduate, business, and medical schools, and ancillary health professions such as nursing or physician assistant, as well as for established health care professionals, including doctors, who are completing programs and degrees in business administration to prepare themselves for greater involvement in the management of health care delivery. This book features all the basic information on strategic planning and management within the unique context of organizations concerned with the delivery and financing of health care. It notes the singular strategic environment in health care, explaining the special procedures and options available to health care organizations, and providing real-life examples in the form of case studies.

Book Information

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Average Customer Review: 4.6 out of 5 stars Â See all reviews Â (18 customer reviews)

Best Sellers Rank: #299,911 in Books (See Top 100 in Books) #108 in Â Books > Medical Books > Administration & Medicine Economics > Health Care Administration #131 in Â Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Hospital Administration & Care #218 in Â Books > Medical Books > Administration & Medicine Economics > Hospital Administration

Customer Reviews

Decent book describing exactly what the title says. However it's very hard to jump from chapter to chapter as it is not very well labeled. Also I feel that the organization is not conducive to being used in the workplace but more catered to an academic setting.

This book becomes a laborious read after the first few chapters or so, because the author just keeps reiterating the same concept over and over again. In addition, some of the step by step detail and outlined explanations are just unnecessary, especially for an upper division course where the aptitude level of the readers shouldn't require it! This author must have had an incredible amount of

time or was doing time when he wrote it. Basically this book could have been half the pages and still provided the same information. If you have to purchase for a course like I did, sorry to hear that and just prepare to grin and bear it. But if you have a choice, don't choose this book!

Text is well written and appropriate to understanding the design and implementation of strategic direction in business, particularly healthcare. It discusses facets associated with planning such as financial needs, responsibilities, demographics, environmental scans, benchmarking techniques and resources as well as vertical and horizontal diversification tactics.

I purchased this book as a required reading for my health management course. It was one of the most critical sources for understanding my enterprise-military health care-in comparison to other military and non-military, government and private sector industries in developing my thesis.

Exactly what I needed for my class. Without it I would not have gotten thru and will keep this book for further use.

Very informative and easy read. I would recommend this book to others!

Bought this book for school. Best seller for the price.

Arrived very quickly and it's brand new

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