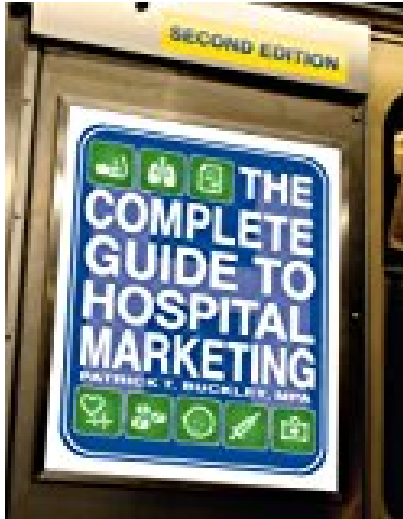


The Complete Guide to Hospital Marketing Second Edition



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BOOK SYNOPSIS

A complete guide for the thoroughly modern healthcare marketer. Written for the marketer in the field using everyday language and scenarios that will help all members of the marketing department do their jobs better, meet the challenges of accountability, and spend marketing dollars wisely, *The Complete Guide to Hospital Marketing, Second Edition* looks at the complex field of healthcare marketing in a straightforward but engaging way with information, tips, and strategies that facilities of all sizes, types, and budgets can use right away. This unique guide also comes with a CD-ROM containing ready-to-use customizable forms, checklists, and other tools and examples that will help marketers promote quality, create a buzz, and face challenges within an organization, including internal marketing.

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