



Cases In Health Care Marketing

By John L. Fortenberry Jr.

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Cases in Health Care Marketing features 40 case studies that explore real-world scenarios faced by healthcare marketing executives. Divided into six sections, the book covers issues in Product, Brand & Identity Management; Marketing Communications; Marketing Management; Marketing Strategy & Planning; Environmental Analysis & Competitive Assessment. Useful as a stand-alone text or as a complement to any introductory text on healthcare marketing, Cases in Health Care Marketing challenges the reader to resolve the case through a series of questions at the conclusion of each study. Solutions are provided as part of a package of online instructor's materials.

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