



Management series):

The Handbook of Healthcare Management is a comprehensive examination of key management practices for global healthcare organizations, arguing that insight into and implementation of these practices is essential for success and sustainability. Expert contributors analyze both existing methods and new developments in healthcare management, through topics including healthcare marketing and customer service, managing human resources and organizational stakeholders, strategic and business planning, high-reliability organizations, and health informatics. The result is a well-rounded collection of strategies to enhance healthcare quality, with emphasis on factors that promote organizational excellence. This Handbook will be invaluable to students in both master and doctoral healthcare management programs, as well as faculty and health services researchers, practitioners in both private and public sectors, policy-makers, and public administrators. Contributors: A. Beardsley, J.W. Begun, N. Borkowski, B.K. Breland, K. Darr, C. Deschamp, E.W. Ford, M.D. Fottler, L.H. Friedman, J. Gill, P.K. Howse, T.R. Huerta, J.C. Hyde, R. Kemp, D. Malvey, A.S. McAlearney, N. Menachemi, C. Molinari, H. Nguyen, S.J. O'Connor, P.A. Paustian, A. Raffenaud, S. Rahrkar, S. Ruff, C.J. Sampson, D.J. Slovensky, D.G. Smith, P.L. Spath, W.L. Tarver, M. Thygeson, J.M. Trimm, J.G. Van Matre, C.F. Wainwright, J.H. Willig, T. Yeung, T. Zhang

'The editors have created an important resource for healthcare management practitioners and students, effectively presenting the most up-to-date knowledge on issues critical to the management of healthcare organizations by experts in their fields. This book offers keen insights into the many challenges that the healthcare industry faces, and more importantly, actions that leaders can take to meet them.' --(Barbara Bigelow, Clark University) About the Author Edited by Myron D. Fottler, Professor, Donna Malvey, Associate Professor, College of Health and Public Affairs, University of Central Florida and Donna J. Slovensky, Professor and Senior Associate Dean for Academic and Faculty Affairs, School of Health Professions, University of Alabama at Birmingham