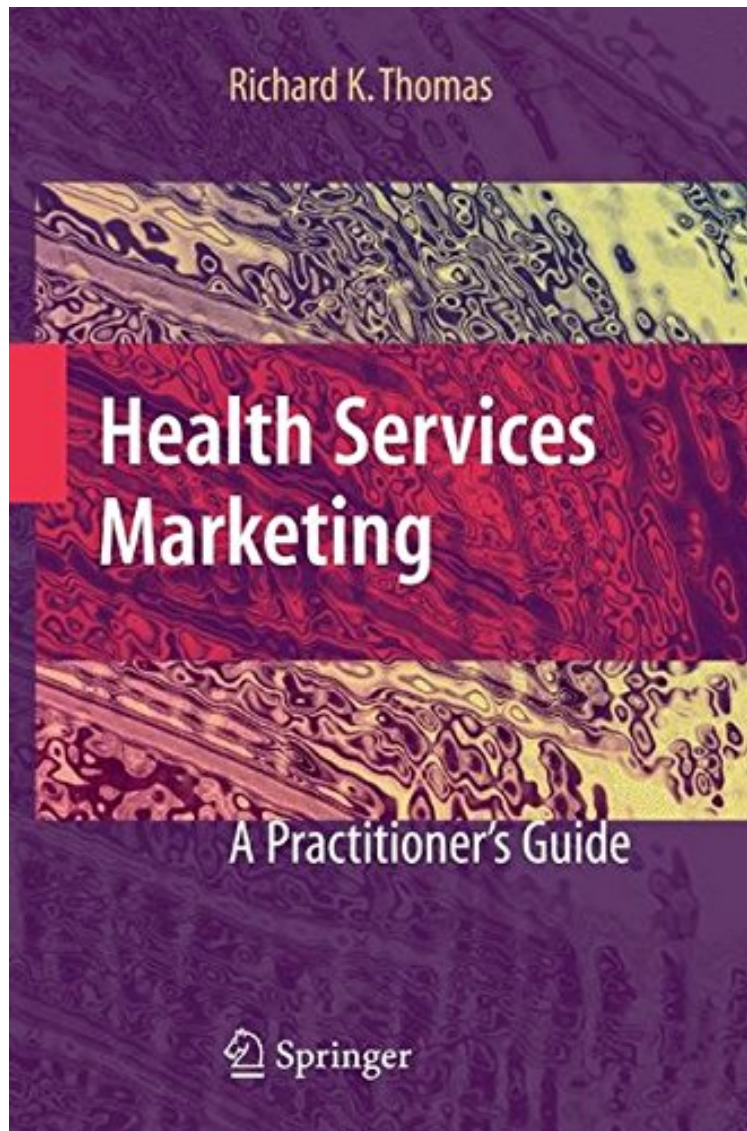


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For todays busy health care professional, clinical expertise is not enough: one also has to know the market. Even when a facility has its own marketing department, practitioners are regularly called on for input. From promotions to pricing,

this book clearly and succinctly explains the range of marketing activities and techniques, so any health professional can learn to navigate this bewildering but increasingly important aspect of healthcare. Richard Thomas step-by-step guide for developing a marketing plan and carrying out a successful campaign offers a hands-on approach to proven methods for staying a step ahead of the healthcare marketing game.