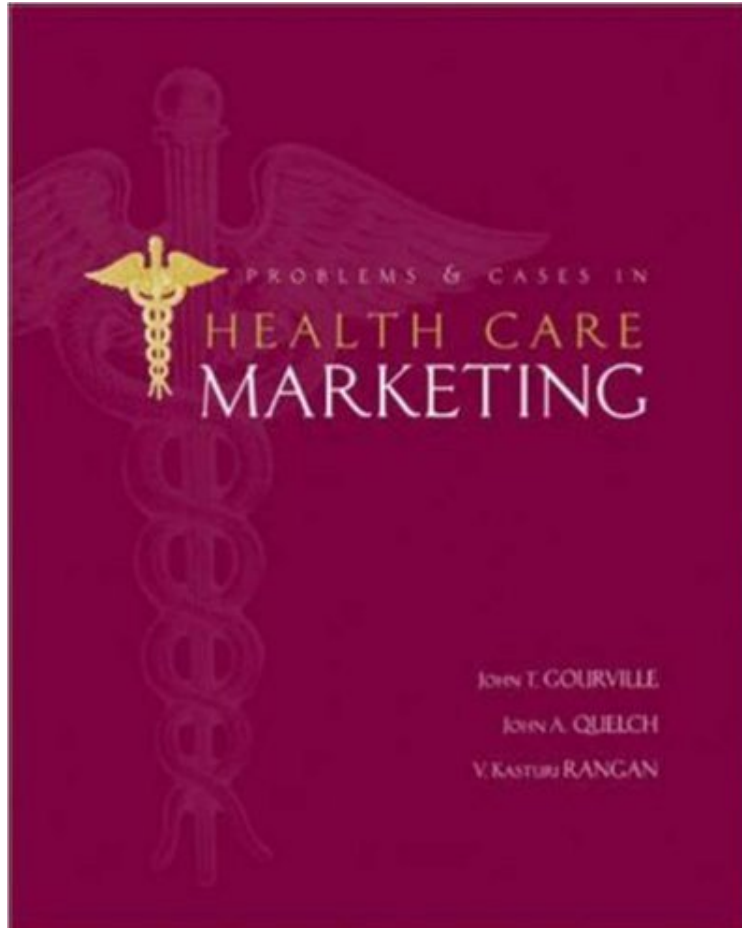


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Cases in Health Care Marketing, 1/e by Gourville, Quelch, and Rangan is a collection of Harvard cases that concentrate on marketing within the health care sector. The book is divided into seven sections, exploring topics which include: Developing a Marketing Strategy, Developing New Products, Launching of New Products, Managing Distribution, Managing Communications, Managing the Brand, and International Marketing.