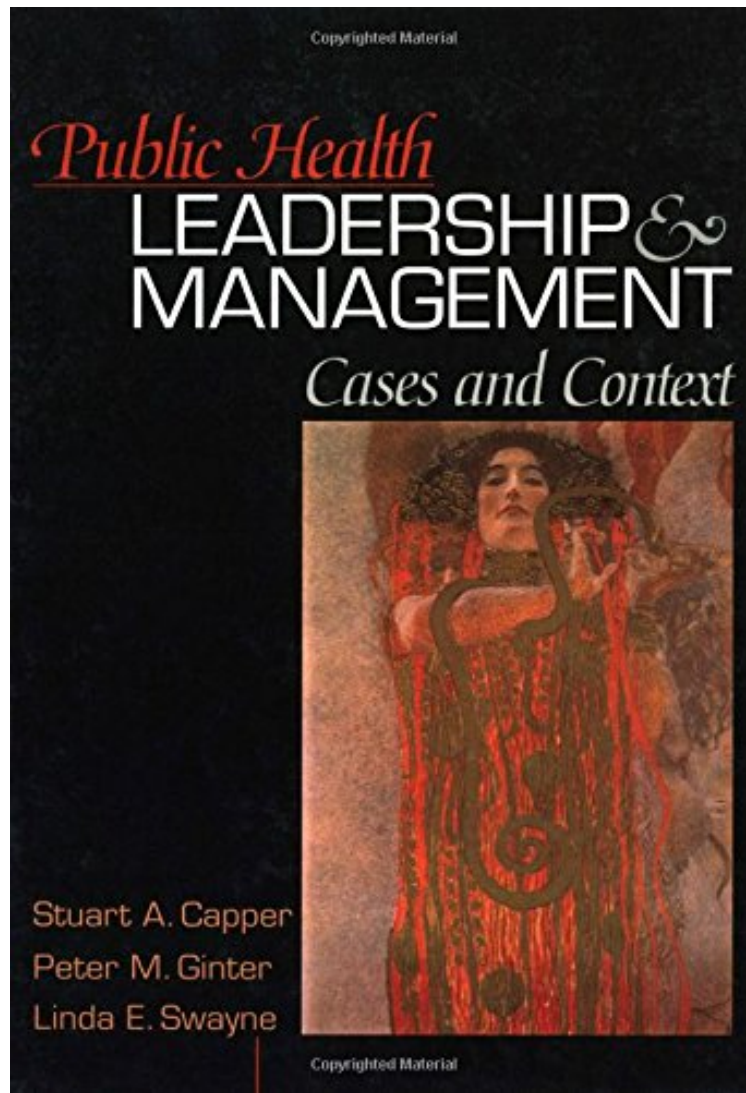


Public Health Leadership and Management: Cases and Context

Stuart A. Capper, Peter M. Ginter, Linda E. Swayne
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Stuart A. Capper, Peter M. Ginter, Linda E. Swayne : Public Health Leadership and Management: Cases and Context before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Health Leadership and Management: Cases and Context:

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alert: For the medical student etc. To find those endings, I had to google search cases. So really, I think this book isn't worth purchasing. This is a students perspective. For the instructor who recommended this book, it's a waste. I could get the same free info by going online and seeing the accounts of others.0 of 0 people found the following review helpful. Five StarsBy goriAs described, Fast shipment. thank you0 of 0 people found the following review helpful. Five StarsBy Lowest J.Excellent!

The six chapters and fifteen cases contained in this book challenge students to ask the appropriate questions and stimulate their thinking about public health leadership and management. The situations presented by each case are vivid and provide not only a basis for practicing professional public health judgements but also provide a lasting impression that aids in retention of the lessons learned.

About the AuthorLinda Swayne (Ph.D., University of North Texas) joined the University of North Carolina-Charlotte faculty in 1981, where she is now chair of the Marketing Department. She has served as president of the Charlotte Chapter of the American Marketing Association, Southern Marketing Association and Southwestern Federation of Administrative Disciplines. Dr. Swayne has written eleven textbooks. Her co-authored textbook, Strategic Management of Health Care Organizations, is in its fourth edition. She has published over 25 journal articles and scholarly papers and 30 case studies. Dr. Swayne was editor of the Case Research Journal from 1998 to 2001. She serves on the Steering Committee for the Metrolina Health Initiative, chairing the Marketing Committee. Previously, she served on the board of directors of the C.W. Williams Health Center, National Conference for Community and Justice, and the campaign board for the United Way of Central Carolinas.