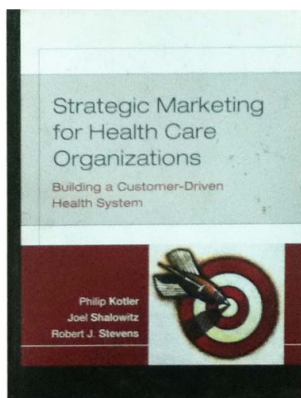


# [PDF] Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System

**Philip Kotler, Joel Shalowitz, Robert J. Stevens - pdf download free book**

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the authors show how real companies build and implement effective strategies. It includes marketing approaches through a wide range of perspectives: hospitals, physician practices, social marketing, international health, managed care, pharmaceuticals, and biotechnology. With *Strategic Marketing for Health Care Organizations*, students and future administrators will have a guide to the most successful strategies and techniques, presented ready to apply by the most knowledgeable authors.

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