

Marketing Matters A Guide for Healthcare Executives ACHE Management



BOOK DETAILS

- Author : Richard K. Thomas and Michael Calhoun
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BOOK SYNOPSIS

Marketing is more than a television ad for a new birthing center or press coverage of a health fair. Marketing is reputation management. Marketing has become increasingly important to all healthcare managers, not just marketers, and only senior management can ensure that any marketing plan faithfully reflects the organizations image and strategic thrust. This book explains what marketing is, what it can contribute to your organization, how it is done, and how it is measured. This straightforward guide will help you become a better marketer-not in the sense of developing marketing campaigns but using marketing to shape and control your organizations reputation. Topics covered include: * The marketing process * The senior managers role in marketing * Marketing research and planning * The dollars and sense of marketing * Market positioning and strategy development * The promotional toolbox * The changing marketing paradigm * Measuring the effectiveness of marketing

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