

Healthcare Strategy In Pursuit of Competitive Advantage



BOOK DETAILS

- Author : Roice D Luke
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BOOK SYNOPSIS

With a focus on the five Ps of competitive advantage-power, position, pace, potential, performance-this text selectively applies and adapts the concepts and methods of strategy analysis to the unique constraints and realities of the healthcare industry. This comprehensive text gives your students the basics of strategy, provides them with the know-how to adapt to their future organizations unique strategic plan. Benefits: Accompanying web-based study system, Stratcenter, will give students access to current information on numerous hospitals and healthcare systems across the country. Through this site, healthcare systems can be analyzed and compared to similar systems across the country. (The link to StratCenter will be available upon the books publication.) An online Readers Guide that provides information on using the StratCenter will also be available upon the books publication. Text is truly geared towards the unique healthcare market, addressing subjects as payment structures, autonomous groups of health professionals, and merging systems.

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