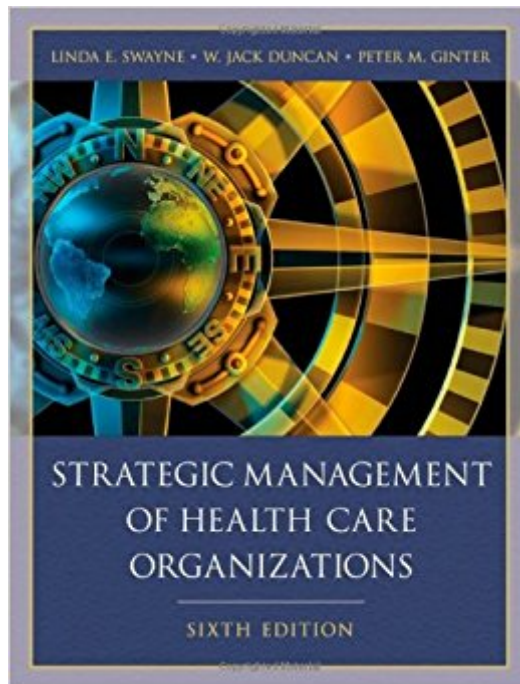




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Strategic Management Of Health Care Organizations



Synopsis

The 6th edition of this established text is streamlined to a more manageable format, with the Appendices moved to the web-site and a significant shortening of the main text. There is a greater focus on the global analysis of industry and competition; and analysis of the internal environment. In consultation with feedback from their adopters, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of profit. This reflects waning interest among senior executives in the pursuit of short-term shareholder value. As ever students are provided with the guidance they need to strategic planning, analysis of the health services environment (internal and external) and lessons on implementation; with additional discussion of organizational capability, deeper treatment of sustainability and corporate social responsibility and more coverage of the sources of organizational inertia and competency traps. This edition is rich in new examples from real-world health care organizations. Chapters are brought to life by the 'Introductory Incidents', 'Learning Objectives', 'Perspectives', 'Strategy Capsules', useful chapter summaries; and questions for class discussion. All cases and examples have been updated or replaced. In this edition the teaching materials and web supplements have been greatly enhanced, with power-point slides, to give lecturers a unique resource.

Book Information

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"I have been using this book as a required text since the very first edition. It provides a framework which integrates some of the most important concepts in modern management with cases from the

health services field. I highly recommend the book and compliment the authors for their important contributions to our field." Dr Barry R Greene, University of Iowa "For years, this book has been the definitive text on strategic management in healthcare. This fourth edition will assure faculty offer current thinking in strategy formulation and implementation." Dr Janet E Porter, University of North Carolina at Chapel Hill "The new 4th edition is substantively the authors' best effort to date. Each chapter has been updated and improved, innovative materials enhance the analysis and implementation content, and the cases offer a broadly representative spectrum of strategically challenging situations. Most significantly, the new edition refocuses the primary orientation of the text to that of strategic thinking (not just the technology of doing) and of strategic management as leadership. both essential orientations that are missing from any works on strategic management. This transformation strengthens the integration and cohesion of the text's content in a way that I think students of strategy will find helpful and compelling." Dr Barbara Arrington, St Louis University --This text refers to an out of print or unavailable edition of this title.

The fifth edition of the classic text in the field, Strategic Management of Health Care Organizations, introduces strategic thinking and planning strategies to advanced undergraduate and graduate students as well as practitioners in the field . --This text refers to an out of print or unavailable edition of this title.

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