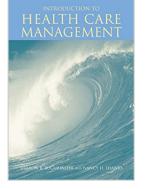
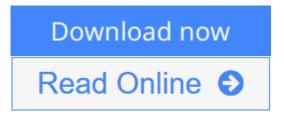
Introduction To Health Care Management



By Sharon B. Buchbinder, Nancy H. Shanks



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Introduction to Health Care Management is a concise, reader-friendly, introductory healthcare management book that covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's imagination, the important issues in healthcare management, such as ethics, cost management, strategic planning and marketing, information technology, and human resources, are all thoroughly covered. Guidelines and rubrics along with numerous case studies make this text both student-friendly and teacher friendly. It is the perfect resource for students of healthcare management, nursing, allied health, business administration, pharmacy, occupational therapy, public administration, and public health. Features: Chapters contributed by real experts using an active voice to grab the reader's attention. Learning objectives and discussion questions in each chapter. Instructors' resources online for each chapter, including PowerPoints, Test Bank, and Sample Syllabus. 15 case studies in a wide variety of settings, in an assortment of healthcare management topics. A case study guide, with rubrics for evaluation of student performance, enabling instructors at every level of experience to hit the ground running on that first day of class.

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