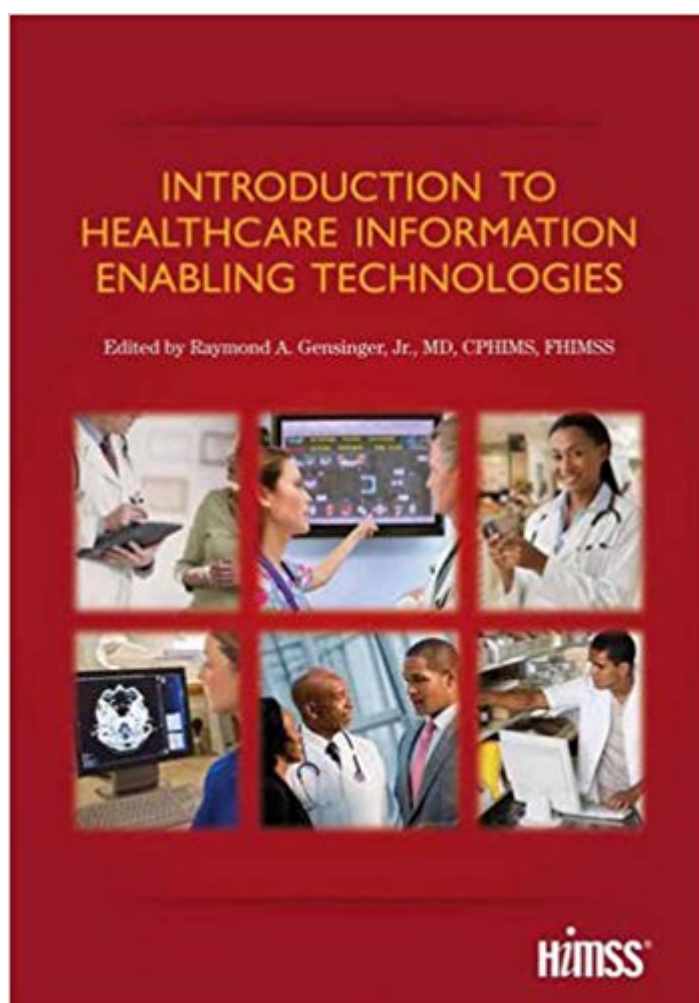


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Introduction to Health Care Management is a concise, reader-friendly, introductory healthcare management book that covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's 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.

Book Information

Series: HIMSS Book Series

Paperback: 129 pages

Publisher: HIMSS Publishing; 1 edition (February 15, 2010)

Language: English

ISBN-10: 0982107056

ISBN-13: 978-0982107058

Product Dimensions: 0.5 x 6.8 x 9.8 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

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