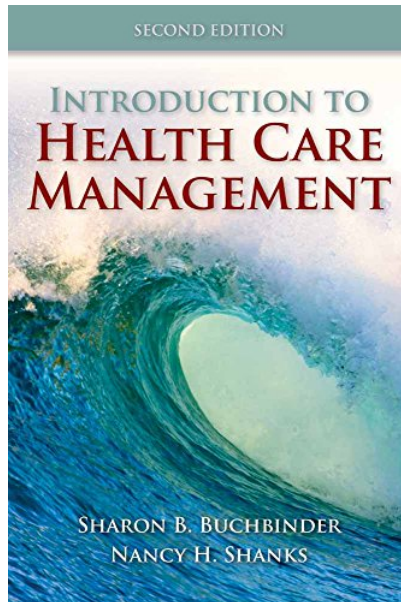


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CONTINUE ►

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. "Drs. Buchbinder and Shanks have done a masterful job in selecting topics and authors and putting them together in a meaningful and coherent manner. Each chapter of the book is designed to give the student the core content that must become part of the repertoire of each and every healthcare manager, whether entry level or senior executive. Each of the chapters and accompanying cases serve to bring to life what it means to be a truly competent healthcare manager." -Leonard H. Friedman, PhD, MPA, MPH, Professor, Dept of Health Services Management and Leadership, and Director of the Master of Health Services

Administration program, George Washington University, School of Public Health and Health Services "I am very happy with Health Care Management and will be adopting it for a new course that I will be teaching. This is probably the best management text I have seen so far. I was thrilled to receive it." -Sally K. Fauchald, PhD, RN, Assistant Professor of Nursing, The College of St. Scholastica "A solid text that covers a wide range of management topics." - Michael H. Sullivan, Director HCA Program, Methodist University, Fayetteville, North Carolina

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