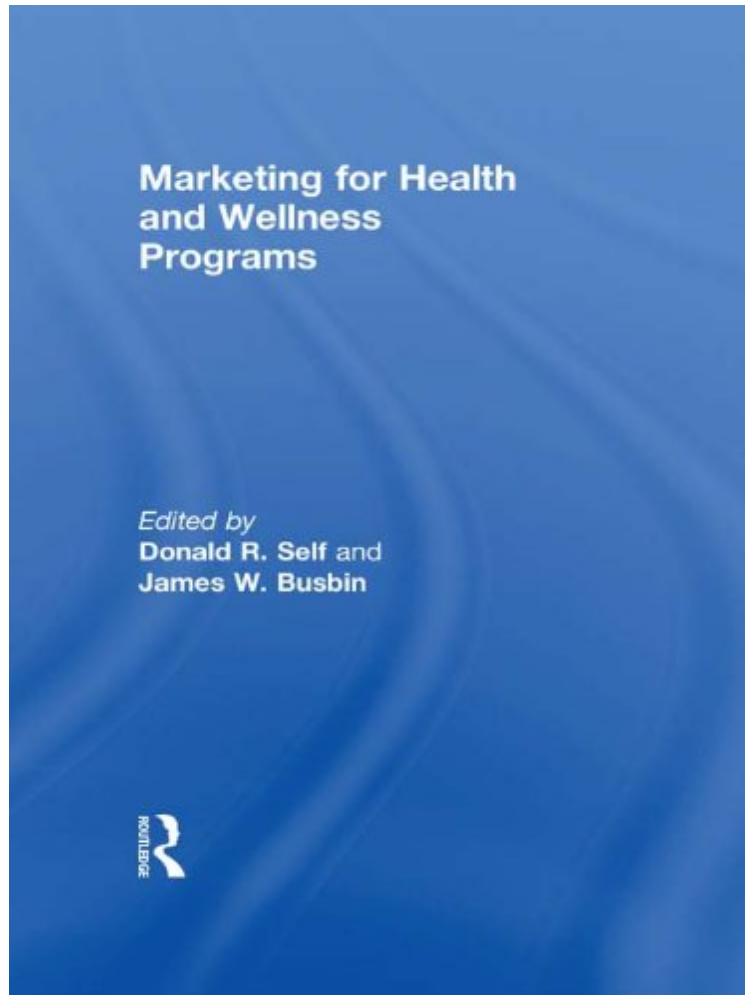


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Marketing for Health and Wellness Programs (Health Marketing Quarterly Series)

James Busbin, Donald Self
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James Busbin, Donald Self : Marketing for Health and Wellness Programs (Health Marketing Quarterly Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing for Health and Wellness Programs (Health Marketing Quarterly Series):

Learn useful strategies for marketing health and wellness programs. This important new book presents a cross-section of current research and commentary on wellness and prevention issues. The 17 authors--representing 11 different institutions--are some of the most active health care consultants in the academic community. They discuss studies for hospital based programs, workplace programs, and governmental and educational institutions. Important marketing concepts are used to segment the work into several sections. Included are chapters which help to define the actual

product lines which should be grouped into wellness and prevention programs, studies that define several important market segments, and chapters on channels of distribution. This timely volume concludes with an analysis of current research efforts and directions for future research. Marketing for Health and Wellness Programs is essential reading for hospital administrators, faculty physicians at teaching hospitals, public health professors, government health service administration employees, corporate managers and personnel administrators, insurance industry managers, independent health and wellness consultants, and staff members of health trade publications.