



# Marketing Healthcare Services

*Richard K. Thomas*

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## **Marketing Healthcare Services** Richard K. Thomas

Although it took the concept of marketing decades to take hold in the healthcare industry, it has become an integral part of a healthcare organization's success in recent years. Public relations, advertising, and marketing departments have staff, budgets, and the responsibility of contributing to the bottom line, just like any other department. Marketing Healthcare Services is the first, comprehensive textbook on healthcare marketing to publish in years. This practical text covers everything from understanding healthcare markets to marketing techniques to supporting the marketing effort.

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