

The Complete Guide to Strategic Marketing for the Cardiovascular Service Line



BOOK DETAILS

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BOOK SYNOPSIS

Understanding the essence of strategic marketing concepts, their application to the management of cardiovascular (CV) services, and their fundamental role in the day-to-day management of the CV service line is critical to developing a high-performance enterprise and to earning buy-in from key constituencies and a return on your marketing investment. This book presents key marketing concepts, practical tools, and straightforward ideas to augment a CV service line administrators ever-expanding skill set, help overall service line performance, and create real value.

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