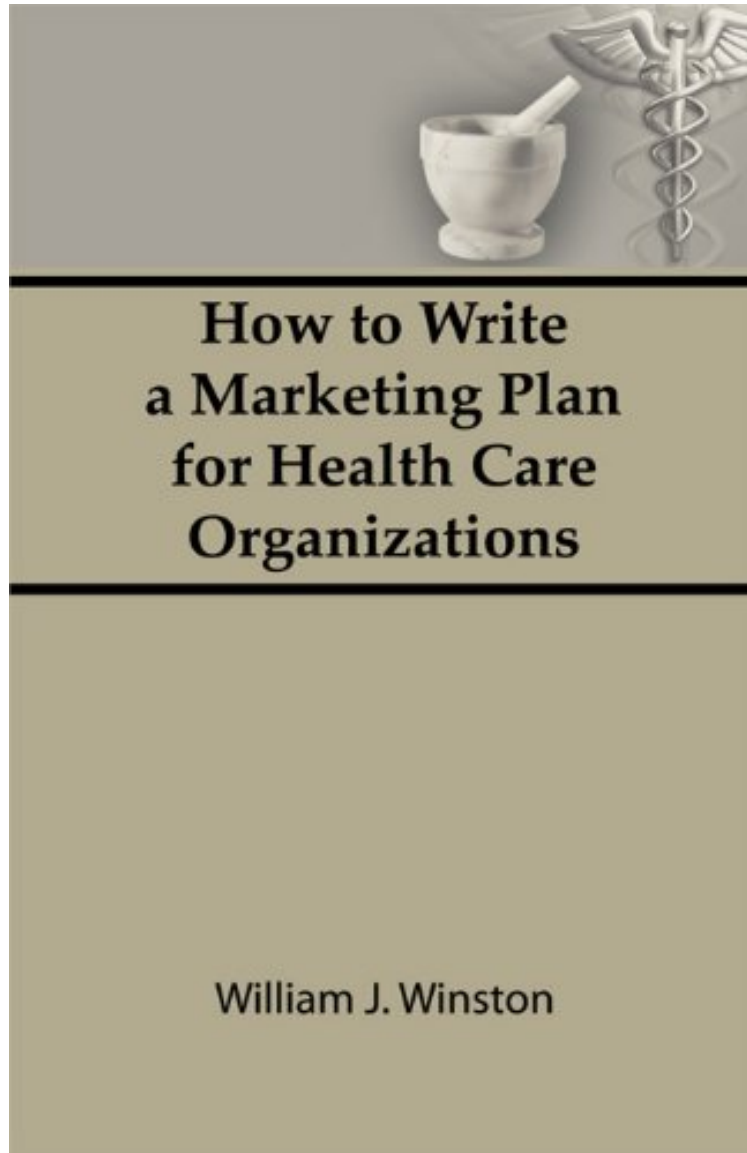


How To Write a Marketing Plan for Health Care Organizations

William Winston

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A practical guide for developing and writing a strategic marketing plan for health and human service organizations, this comprehensive volume takes professionals through the major steps of the marketing planning process. In addition

to a useful overview of the basic marketing components, detailed descriptions of the application of market planning principles to health care organizations are consistently emphasized.