Features over 30 case studies that explore real-world scenarios faced by healthcare marketing executives

Divided into seven sections, this book covers issues in product development and portfolio analysis; branding and identity management; target marketing; consumer behavior and product promotions; environmental analysis and competitive assessment; marketing management; and marketing strategy and planning.

Useful as a stand-alone text or as a complement to any introductory text on healthcare marketing, it challenges to reader to resolve the case through a series of questions at the conclusion of each study. Solutions are provided as part of a package of online instructor's materials.