Today's authoritative guide for future administrators aspiring to manage healthcare organizations amid changing consumer behavior and shifting economic and regulatory headwinds

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In addition to fundamental healthcare management principles, this revised edition includes a review of the most recent healthcare legislation, a trove of industry case studies and a vital new chapter on the managerial challenges of 21st century healthcare consumerism. University of Massachusetts Professor Emeritus and former senior healthcare executive Seth B. Goldsmith combines foundational theory and illustrative real-world experience in this must-read text.