



Strategic Management of Health Care Organizations

By Peter M. Ginter, Linda E. Swayne, W. Jack Duncan

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A comprehensive, concise text on strategic management as it applied to a variety of health care organizations: physicians offices, hospitals, long-term care, health departments and others. The central theme of the text is that business-oriented strategic management can improve the success of health care organizations.

New to the fourth edition:

- each chapter has been fully updated and revised
- situational analysis and implementation are explicitly tied together through the value chain framework
- it includes 22 case studies, of which 10 are brand-new.

The text also retains the important features that have made previous editions of the book such a success. Each chapter contains:

- a generous number of examples and exhibits
- summaries and conclusions
- key terms and concepts
- questions for class discussion
- additional readings
- appendices that assist readers by presenting ways to analyze health care cases and make oral presentations.

The text is supported by PowerPoint Slides and a Teacher's Manual. Visit www.blackwellpublishing.com/ginter for details.

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Editorial Review

Review

"I have been using this book as a required text since the very first edition. It provides a framework which integrates some of the most important concepts in modern management with cases from the health services field. I highly recommend the book and compliment the authors for their important contributions to our field." *Dr Barry R Greene, University of Iowa*

"For years, this book has been the definitive text on strategic management in healthcare. This fourth edition will assure faculty offer current thinking in strategy formulation and implementation." *Dr Janet E Porter, University of North Carolina at Chapel Hill*

"The new 4th edition is substantively the authors' best effort to date. Each chapter has been updated and improved, innovative materials enhance the analysis and implementation content, and the cases offer a broadly representative spectrum of strategically challenging situations. Most significantly, the new edition refocuses the primary orientation of the text to that of strategic thinking (not just the technology of doing) and of strategic management as leadership. both essential orientations that are missing from any works on strategic management. This transformation strengthens the integration and cohesion of the text's content in a way that I think students of strategy will find helpful and compelling." *Dr Barbara Arrington, St Louis University*

From the Inside Flap

The 6th edition of this classic strategic management text provides up-to-date and concise coverage of all the essential strategic momentum. In this edition, the authors have comprehensively addressed issue assessment in the health care environment, service area competitor analysis, internal organizational analysis, development of directional strategies, strategy formulation, and strategy implementation.

Through the many new examples and perspectives integrated throughout the text along with numerous "strategic thinking maps" and analysis techniques, readers of this text will be able to develop comprehensive, well-documented, and innovative strategies for health care organizations. The focused format of this edition, combined with web support, make this an essential and accessible read.

Highlights of the sixth edition:

- This edition is rich in new examples from real-world health care organizations
- In response to the waning interest among senior executives in the pursuit of short-term value, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of long-term success
- Chapters are brought to life by the Introductory Incidents, Learning Objectives, Perspectives, Lessons for Health Care Managers, Managers Bookshelf, and questions for class discussion
- The teaching materials and web supplements have been greatly enhanced in this edition, with power-point slides and other handy tools to give professors a unique resource

From the Back Cover

This classic text for health care students as well as health care managers and leaders is now available in its fourth edition, providing further guidance and focus on strategic thinking, strategy formulation, implementation, and control. The fourth edition reflects the importance of leadership in contemporary health care organizations. In addition, the authors have further developed their "map and compass" theme to foster strategic thinking.

New to the fourth edition:

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