

1. Record Nr.	UNINA9910154525403321
Titolo	Journal of health care marketing
Pubbl/distr/stampa	Boone, N.C., : Center for Management Development, John A. Walker College of Business, ©1980-©1997
Descrizione fisica	1 online resource
Disciplina	362.1/068/8
Soggetti	Medical care - Marketing Health services administration Marketing of Health Services Gezondheidszorg Marketing Periodical Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Title from cover. Imprint varies: Chicago, IL : American Marketing Association, 1986-1996.