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Nota di contenuto	Chapter 1. Basic dimensions of strategic management -- Chapter 2. Environment and health care units -- Chapter 3. Process of strategic management -- Chapter 4. Strategic Planning in the health care sector -- Chapter 5. Strategic Changes in the Health Care Sector -- Chapter 6. Total Quality Management and Health Care Sector -- Chapter 7. For-profit versus not-for profit hospitals and public hospitals -- Chapter 8. The Economics of Hospitals -- Chapter 9. Hospitals as suppliers of healthcare services -- Chapter 10. Financing hospitals -- Chapter 11. Hospital efficiency and performance.
Sommario/riassunto	This book offers significant managerial and economic knowledge on hospitals, and will serve as a valuable tool for explaining complicated managerial and economical problems, and for facilitating decision-making processes. It bridges management and economic sciences - two complementary sciences that feed the process of making rational decisions. With particular reference to the education, the main aim of this book is to provide students of relevant schools and departments with the knowledge (managerial and economic) that will enable them to deal both efficiently and effectively with the real problems arising in a

health care organization such as a hospital. In particular, by equipping students with appropriate managerial and economic knowledge, the aim is to give them a clear understanding of HOW to deal with the diverse and complex problems of hospitals while at the same time helping them to develop strategic approaches that will make hospitals more efficient and sustainable. Includes approaches to strategic planning in the health care sector. Offers a definition of Total Quality Management (TQM) and how to implement it in health care unites. Focuses on the distinction between for-profit and not-for-profit hospitals and public hospitals. .
