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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Front matter -- Preface -- Contents -- 1. Introduction to the European Healthcare Market -- 2. Investment Attractiveness of the Healthcare Markets in Europe -- 3. Consumption and Consumer Behavior in the European Healthcare Market -- 4. New Trends in Consumer Behavior in the European Healthcare Market -- 5. Relationship Marketing Performance of Medical Facilities -- 6. Emerging Buying Center Concepts in Healthcare Industries -- 7. Integrated Marketing Communication in the European Healthcare Market -- 8. Strategic Decisions under the EU Regulatory Framework for Orphan Drugs -- 9. Healthcare Business Performance – Control Mechanisms -- 10. E-healthcare Service and Business Strategies in a Virtual Environment -- 11. Social Media Implementation in the European Healthcare Sector -- 12. Customer Values and Attitudes towards e-Healthcare Services -- 13. Efficiency Control of Building Relationships with Customers by using Social Media -- About the Authors -- Index -- Backmatter
Sommario/riassunto	Emerging challenges related to socio-demographics and economics

require new approaches for academics, politicians, hospital management, clinical staff, public institutions, and firms doing business in the healthcare industries. This book provides valuable insights for understanding modern and complex healthcare market configurations in Europe. Taking a unique cross-country perspective the authors figure out critical success factors for relevant stakeholders. Mario Glowik is Professor of International Strategic Management at the Berlin School of Economics and Law. He holds a Doctorate in Business Administration from the Freie Universität Berlin in Germany and gained his habilitation (post-doctoral qualification) at the Vienna University of Economics and Business, Austria. Slawomir Smyczek is Marketing Professor at the University of Economics in Katowice (Poland), where he earned his Ph.D. In 2010, the Polish Prime Minister awarded his habilitation thesis as the best in the field of economics in the entire country.

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