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Titolo	Infiltrating Healthcare : How Marketing Works Underground to Influence Nurses // Quinn Grundy
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ISBN	1-4214-2676-5
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Descrizione fisica	1 online resource (179 pages)
Disciplina	610.7306/9
Soggetti	Conflict of interests Pharmaceutical industry - economics Practice Patterns, Nurses' Nurse's Role Marketing of Health Services Nursing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Invisible influence : marketing and the most trusted profession -- From sales to service : becoming strategically invisible -- "The perfect friend" : building relationships and becoming indispensable -- The 'as-if' world of nursing practice : nurses, marketing and making decisions -- The "rules of engagement" : creating a moral space within healthcare -- Marketing to nurses matters : how to address commercial influence in healthcare.
Sommario/riassunto	This is a timely book that shines a light on a practice that often goes unseen, and which has tangible implications for healthcare policy and practice.