

Strategic Planning in Healthcare



BOOK DETAILS

- Author : Bernard J. Horak
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BOOK SYNOPSIS

Strategic planning is an important management tool, especially in an era of uncertainty. A sound strategic plan helps healthcare organizations cope with the variety of contingencies that arise in a dynamic environment. This new edition of Healthcare Strategic Planning provides the reader with practical guidance for planning to address near-term pressures as well as achieving long-term goals. Descriptions, examples, and guidelines lead the reader step-by-step through a proven strategic planning process. Strategic planning in the healthcare environment has evolved since the previous editions of this book were published. This edition reinvigorates the discussion with many new ideas and additional information. This book is ideal for classes in strategic planning and management.

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