

[PDF] Healthcare Strategic Planning (Ache Management)

Alan M. Zuckerman - pdf download free book



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Description:

Strategic planning is an important management tool, especially in an era of uncertainty. A sound strategic plan helps healthcare organizations thrive in dynamic environments and adapt as market conditions change.

This new edition of Healthcare Strategic Planning provides the reader with practical guidance and expert insights for addressing near-term pressures, achieving long-term goals, and managing pitfalls

that can derail effective planning.

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 on contemporary strategic planning.

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