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Healthcare Strategy: In Pursuit Of Competitive Advantage



Synopsis

With a focus on the five P's of competitive advantage-power, position, pace, potential, performance-this text selectively applies and adapts the concepts and methods of strategy analysis to the unique constraints and realities of the healthcare industry. This comprehensive text gives your students the basics of strategy, provides them with the know-how to adapt to their future organization's unique strategic plan. Benefits: Accompanying web-based study system, Stratcenter, will give students access to current information on numerous hospitals and healthcare systems across the country. Through this site, healthcare systems can be analyzed and compared to similar systems across the country. (The link to StratCenter will be available upon the book's publication.) An online Reader's Guide that provides information on using the StratCenter will also be available upon the book's publication. Text is truly geared towards the unique healthcare market, addressing subjects as payment structures, autonomous groups of health professionals, and merging systems.

Book Information

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Customer Reviews

I was pleasantly surprised by this book, which provides a nice overview of the leading concepts in graduate-level, economics-based competitive strategy as it applies to provider-side healthcare. The book takes many of the key concepts and frameworks from the likes of Porter, Mintzberg, Ghemawat, Hamel, Prahalad, etc., and applies them to provider-based strategic competition in a way that is both intuitive and functional. If you're not already familiar with the authors mentioned above, the book is a good starting place for moving on to more advanced (though less healthcare-

and provider-specific) work. Regardless, I'd highly recommend this book for those trying to improve the rigor of their strategic thinking for hospitals, medical groups, schools of medicine, and health systems.

Helped me pass my healthcare strategy class. Had open book tests on there, and this book was used to find the answers. Other than that class, it's pretty much useless, but you can learn a lot about businesses and the strategies behind them through here

This is the second book for me about HC strategy. You can find very few book on this subject but I think this book is must read for new comers as its layout is great for both general understanding of competitive advantage and case-based strategies for healthcare providers. It covers in a short length the development of competitive advantage concepts and frameworks since 1800. It will be helpful to find out how the original concepts developed if you can move on to Porter's and Mintzberg's books.

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