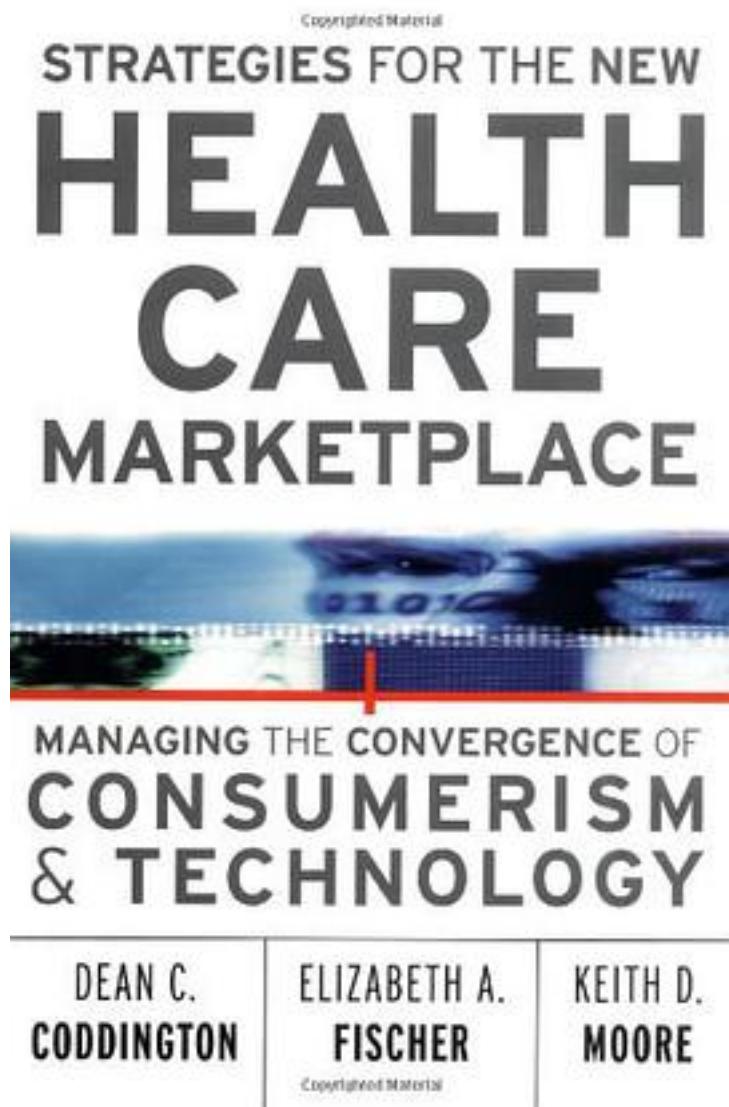


Strategies for the New Health Care Marketplace



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出版者: John Wiley & Sons Inc

出版时间: 2001-2

装帧: HRD

isbn: 9780787955939

Learn to meet the needs of the new consumer-driven marketplace better. "Strategies for the New Health Care Marketplace", written by a team of acclaimed experts, examines the factors changing today's health care system: the growth in demand for services, the increasing influence of consumers on how services are provided, and the dramatic new advances in treatment made possible by technology.

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