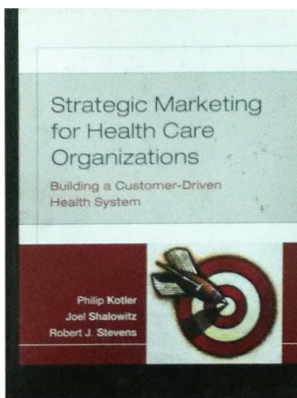


[PDF] Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System

Philip Kotler, Joel Shalowitz, Robert J. Stevens - pdf download free book



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This much-needed text offers an authoritative introduction to strategic marketing in health care and

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