Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz 2016-03-29. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider understanding of the topics covered. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Services Marketing: People, Technology, Strategy bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing. The book covers topics such as product development, service process, and service failure, and is written in a way that makes it accessible and practical. Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the series and takes a managerial view of Services Marketing.

Foundations of Health Care Management by J. Henry 2022-09-09. Foundations of Health Care Management Lessons and managers throughout the health care industry must face many new challenges in their day-to-day duties related to new government policies and regulations. This textbook provides a comprehensive overview of the critical issues facing the health care industry today. The book covers topics such as government regulation, reimbursement, managed care, and technology. All of these topics are covered in a way that makes them accessible and relevant to health care managers. This textbook is designed to help health care managers understand the issues they face and to help them develop the skills they need to be successful in their careers.

Battling Healthcare Burnout by Thom Mayer, MD 2021-06-29. Battling Healthcare Burnout looks at individuals' role in promoting change within themselves and their organization and addresses solutions to change the culture and systems of work. Both are presented with a pragmatic focus and a liberal use of examples and case studies, including those from several nationally recognized healthcare systems. The work of battling burnout begins from within. Thom Mayer views every healthcare team member as having a role in promoting change within themselves and their organization. The book serves important dual purposes for faculty and students by providing both insights into the health care field as well as foundational content on how to develop high functioning teams, whether multidisciplinary, interdisciplinary, or departmental. The book also offers a practical approach to improving team performance and the quality of patient care.

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the series and takes a managerial view of Services Marketing. Featuring cases and examples from all over the world, Winning in Service Markets: Success through People, Technology, and Strategy is suitable for students who want to gain a wider understanding of the topics covered. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Services Marketing: People, Technology, Strategy bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing. The book covers topics such as product development, service process, and service failure, and is written in a way that makes it accessible and practical. Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the series and takes a managerial view of Services Marketing. Featuring cases and examples from all over the world, Winning in Service Markets: Success through People, Technology, and Strategy is suitable for students who want to gain a wider understanding of the topics covered. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Services Marketing: People, Technology, Strategy bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing. The book covers topics such as product development, service process, and service failure, and is written in a way that makes it accessible and practical.