



Health Care Strategy for Uncertain Times (Hardback)

By Mary Caturia Jennings

John Wiley Sons Inc, United States, 2000. Hardback. Book Condition: New. New.. 231 x 155 mm. Language: English . Brand New Book. An AHA Press/Jossey-Bass Publication Learn to reconceptualize strategy development in today s uncertain environment. This book introduces three specific techniques-scenario planning, decision analysis, and game theory- that have been developed in the corporate world and tailored to the unique needs of the health care industry. The book also shares practical implementation approaches, presents numerous real life case studies and lessons learned, and provides guidelines for reducing financial risks during plan implementation.



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