



Selling Public Health: The no B.S. sales and marketing guide for local health departments struggling to stay relevant in today's world of epic competition and slashed budgets

By Rick Reynolds

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 180 pages. Dimensions: 8.0in. x 5.0in. x 0.4in. Not long ago, local health departments enjoyed a built-in flow of customers, growing services, funding and programs. No more. Today, federal and state funding is being cut, as are health department jobs, all while your customers for services like immunizations and family planning are being taken away by drug store chains and medical practices. This book is for administrators and directors of local health departments who want to become masters at marketing their services to the community with less stress than ever before, all while improving their bottom line and employee morale! They'll do this because of three things: 1) They will tap into a captive audience with messages that attract and educate the public about why their local health department is the best kept secret! 2) Eliminate the most common mistakes many health departments suffer from. 3) Have a clear path to outrageous success! Who is Rick Reynolds and why should you read this book? Since 1996 Rick has helped hundreds of his clients transform their marketing with an easy to follow, step-by-step process. Rick consults with public health...



READ ONLINE
[7.2 MB]

Reviews

An exceptional pdf and also the typeface applied was intriguing to read through. It is definitely simplified but excitement in the 50 % in the ebook. I discovered this ebook from my dad and i recommended this pdf to find out.

-- Jarod Ward

Complete information for publication enthusiasts. It is really basic but shocks inside the fifty percent of your book. I am just delighted to let you know that this is basically the finest book i have read through in my individual lifestyle and might be the best pdf for actually.

-- Elena Runolfsdottir Sr.

See Also



[God Loves You. Chester Blue](#)

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in.BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE!A charming book about a mysterious bear that shows up in the right place at just...



[Good Night, Zombie Scary Tales](#)

Feiwel & Friends. Paperback. Book Condition: New. Iacopo Bruno (illustrator). Paperback. 112 pages. Dimensions: 8.2in. x 5.4in. x 0.2in.Welcome. Have a seat. Ignore the shambling undead outside. Let us tell you a story. But be warned. Good Night, Zombie isnt just any...



[The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up](#)

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in.Oh sure, well all heard the story of Jonah and the Whale a hundred times. But have we heard it from the perspective of the...



[The Mystery at Motown Carole Marsh Mysteries](#)

Carole Marsh Mysteries. Paperback. Book Condition: New. Randolyn Friedlander (illustrator). Paperback. 32 pages. Dimensions: 11.1in. x 8.7in. x 0.0in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and...



[Kindergarten Reading Stick Kids Workbook Stick Kids Workbooks](#)

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in.Every day your child is acquiring skills needed for entry into the world beyond family and home. Arrival at school brings many new experiences, perhaps most importantly,...



[Animalogy: Animal Analogies](#)

Sylvan Dell Publishing. Paperback. Book Condition: New. Cathy Morrison (illustrator). Paperback. 32 pages. Dimensions: 9.8in. x 8.4in. x 0.4in.Compare and contrast different animals through predictable, rhyming analogies. Find the similarities between even the most incompatible animals . . . bat is to...