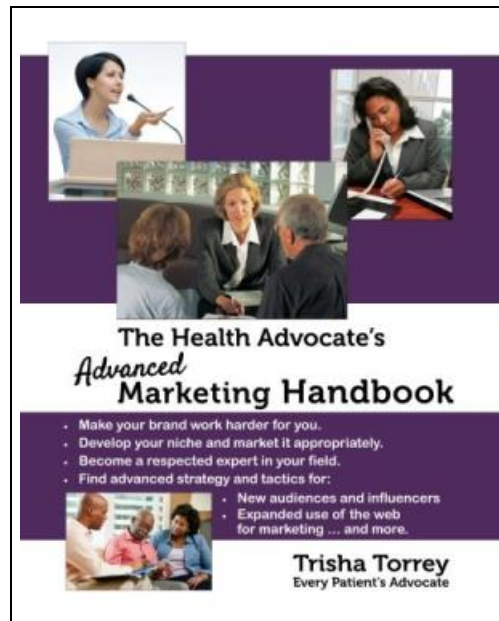


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THE HEALTH ADVOCATE S ADVANCED MARKETING HANDBOOK



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Diagknowsis Media, United States, 2014. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.You ve mastered the beginning marketing strategies and concepts from The Health Advocate s Basic Marketing Handbook and now you re ready to take the next steps. This advanced marketing book will help you assess which aspects of your current marketing are working - and which are not. You ll learn to develop a market niche, command respect as the expert you are, then use that authority to increase revenue for your practice and yourself. You will uncover new target audiences; people who will hire you or influence others to do so. You ll learn how to strengthen your brand, and make it work harder. Then you ll expand upon the many excellent opportunities for marketing yourself and your practice online. The strategies and tactics presented in The Health Advocate s Advanced Marketing Handbook are intended to support serious health or patient advocates who wish to maximize their marketing outreach efficiently and effectively. This book is a must-have for those who choose to manage private advocacy and health-related practices including: patient advocates, patient navigators, case managers, care managers, midwives, doulas, therapists, guardians, conservators, life planners, family mediators, disability advisors, acupuncturists, health coaches, yoga instructors, massage therapists, elder care professionals, nursing home advisors, medical bill reviewers, health insurance advisors, medical legal advisors and others. Learn more about this book and the others in the series at:



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