

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$931.00

Editorial:

Año: 2007

Tema:

Edición: 2ª

Sinopsis

ISBN: 9780763738914

This book explores two aspects of public health marketing. Section 1 details the marketing challenges that the industry of public health faces. Section 2 outlines the steps involved in planning a specific public health campaign. In the era of managed care both aspects of marketing are crucial to the survival of public health. This book is a must for public health practitioners and students.