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By Roice D Luke, Stephen L Walston, Patrick Michael Plummer



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With a focus on the five P's of competitive advantage-power, position, pace, potential, performance-this text selectively applies and adapts the concepts and methods of strategy analysis to the unique constraints and realities of the healthcare industry. This comprehensive text gives your students the basics of strategy, provides them with the know-how to adapt to their future organization's unique strategic plan. Benefits: Accompanying web-based study system, Stratcenter, will give students access to current information on numerous hospitals and healthcare systems across the country. Through this site, healthcare systems can be analyzed and compared to similar systems across the country. (The link to StratCenter will be available upon the book's publication.) An online Reader's Guide that provides information on using the StratCenter will also be available upon the book's publication. Text is truly geared towards the unique healthcare market, addressing subjects as payment structures, autonomous groups of health professionals, and merging systems.



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Editorial Review

About the Author

Roice D. Luke, Ph.D. is a professor in the Department of Health Administration at the Virginia Commonwealth University in Richmond, Virginia. Prior to coming to VCU, Luke was on the faculty of the Program in Health Administration at the University of Colorado at Denver. He served as program director while at Colorado and Chair at VCU.

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