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Healthcare entities compete in what might be considered the most competitive of industries in an environment of immense complexity. On an ongoing basis, hospitals, medical clinics, pharmaceutical manufacturers, and other healthcare establishments vie against one another in their respective markets for the opportunity to serve customers. Each of these healthcare organizations ultimately is in search of growth and prosperity, and the best managed of these entities will indeed realize this goal.

Marketing is possibly the most critical management responsibility associated with the pursuit and realization of growth and prosperity. Marketing can broadly be defined as *a management process that involves the assessment of customer wants and needs, and the performance of all activities associated with the development, pricing, provision, and promotion of product solutions that satisfy those wants and needs.*

Although most often associated with advertising and sales, marketing is much more encompassing, as its definition implies. Aside from promotions activities, marketing includes such critical functions as environmental scanning, wants and needs assessment, new product development, target marketing, product pricing, product distribution, and market research.

For anyone engaged in the healthcare industry, the importance of understanding marketing cannot be understated. As the healthcare industry is characterized by intense and ever increasing rivalry, marketing becomes all the more essential as a mechanism for achieving success. To assist healthcare administrators, clinicians, students, and other interested parties in gaining an understanding of this important discipline, I authored *Health Care Marketing: Tools and Techniques*.

Written from the perspective of the healthcare marketing professional, *Health Care Marketing: Tools and Techniques* presents a series of 39 essential marketing tools and demonstrates their application in the healthcare