

## MARKETING FUR KRANKENHAUSER UND REHA KLINIKEN%0A

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### **Marketing f r Krankenh user und Reha Kliniken**

Strategisches Marketing mehr als PR und Kommunikation Angepasst an die spezifischen Bed rfnisse der verschiedenen Zielgruppen:- Patienten/Kunden - Zuweisende rzte - Krankenkassen - (potenzielle) Mitarbeiter - Presse und ffentlichkeit - Kooperationspartner Konkretes Handwerkszeug f r Ihr individuelles Marketing- und Kommunikationskonzept.

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### **Marketing f r Krankenh user und Reha Kliniken**

Um die Marktwahrnehmung von Krankenh usern und Rehakliniken zu untersuchen, muss zun chst klar sein, in welchem Markt sich die Kliniken behaupt bewegen.

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From the Back Cover. Positionierung und Marktwirkung Marketing, das bedeutet bunte Brosch ren und einen Tag der offenen T r? Das Bild wandelt sich: Krankenh user und Klinikkonzerne m ssen k mpfen, um am wettbewerbsorientierten Markt bestehen zu k nnen.

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### **Effizientes Marketing Fur Arzte Best Practice Und**

Effizientes Marketing Fur Arzte: Best Practice Und Erfolgsfaktoren Fur Arztpraxen, Krankenhauser Und Reha-Einrichtungen: Heike Breidenich, Carsten Rennhak: 9783170226159: Books - Amazon.ca

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Marketing F r Krankenh user Und Reha-Kliniken by Mike Papenhoff, 9783540890904, available at Book Depository with free delivery worldwide.

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