



Strategic Management of Health Care Organizations

By Linda E. Swayne, W. Jack Duncan, Peter M. Ginter

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The 6th edition of this established text is streamlined to a more manageable format, with the Appendices moved to the web-site and a significant shortening of the main text. There is a greater focus on the global analysis of industry and competition; and analysis of the internal environment. In consultation with feedback from their adopters, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of profit. This reflects waning interest among senior executives in the pursuit of short-term shareholder value.

As ever students are provided with the guidance they need to strategic planning, analysis of the health services environment (internal and external) and lessons on implementation; with additional discussion of organizational capability, deeper treatment of sustainability and corporate social responsibility and more coverage of the sources of organizational inertia and competency traps.

This edition is rich in new examples from real-world health care organizations. Chapters are brought to life by the 'Introductory Incidents', 'Learning Objectives', 'Perspectives', 'Strategy Capsules', useful chapter summaries; and questions for class discussion. All cases and examples have been updated or replaced. In this edition the teaching materials and web supplements have been greatly enhanced, with power-point slides, to give lecturers a unique resource.

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Editorial Review

Review

From the 4th edition:

"I have been using this book as a required text since the very first edition. It provides a framework which integrates some of the most important concepts in modern management with cases from the health services field. I highly recommend this book and compliment the authors for their important contributions to our field." *Dr Barry Greene, University of Iowa*

". . .the definitive text on strategic management in healthcare" *Dr Janet E. Porter, University of NC at Chapel Hill*

From the Inside Flap

The 6th edition of this classic strategic management text provides up-to-date and concise coverage of all the essential strategic momentum. In this edition, the authors have comprehensively addressed issue assessment in the health care environment, service area competitor analysis, internal organizational analysis, development of directional strategies, strategy formulation, and strategy implementation.

Through the many new examples and perspectives integrated throughout the text along with numerous "strategic thinking maps" and analysis techniques, readers of this text will be able to develop comprehensive, well-documented, and innovative strategies for health care organizations. The focused format of this edition, combined with web support, make this an essential and accessible read.

Highlights of the sixth edition:

- This edition is rich in new examples from real-world health care organizations
- In response to the waning interest among senior executives in the pursuit of short-term value, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of long-term success
- Chapters are brought to life by the Introductory Incidents, Learning Objectives, Perspectives, Lessons for Health Care Managers, Managers Bookshelf, and questions for class discussion
- The teaching materials and web supplements have been greatly enhanced in this edition, with power-point slides and other handy tools to give professors a unique resource

From the Back Cover

This fifth edition of the classic text, *Strategic Management of Health Care Organizations*, introduces strategic thinking, strategic planning, and strategic momentum to advanced undergraduate and graduate students as well as practitioners in the field of health care. It demonstrates how strategic managers can become strategic thinkers with the crucial skills to evaluate the changing environment, analyze data, question assumptions, and develop new ideas.

Swayne, Duncan, and Ginter present methods to develop and document a plan of action through strategic planning and illustrate how, as managers attempt to carry out the strategic plan, they evaluate its success, learn more about what works, and incorporate new strategic thinking into future planning, strategy formulation, and situational analysis. They demonstrate how strategic management “maps” can provide the direction needed for successful implementation.

In this new edition, all chapters have been revised and contain new or updated Introductory Incidents and Perspectives. Appendix A has been revised to match the new model of strategic thinking, planning, and managing the strategic momentum. Twenty real-life case studies, including nine new cases and three updated classics, present diverse strategic situations in an accessible manner that enhances the applicability of the concepts for students and professionals.

The text is supported by PowerPoint slides and an Instructors’ Manual. Visit www.blackwellpublishing.com/swayne for details.

Users Review

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Lori Johnson:

The book with title Strategic Management of Health Care Organizations includes a lot of information that you can study it. You can get a lot of benefit after read this book. This particular book exist new know-how the information that exist in this book represented the condition of the world now. That is important to yo7u to be aware of how the improvement of the world. This particular book will bring you in new era of the glowbal growth. You can read the e-book on your own smart phone, so you can read it anywhere you want.

Jesse Reid:

The reason why? Because this Strategic Management of Health Care Organizations is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will zap you with the secret this inside. Reading this book adjacent to it was fantastic author who write the book in such remarkable way makes the content within easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this ever again or you going to regret it. This unique book will give you a lot of gains than the other book possess such as help improving your expertise and your critical thinking method. So , still want to postpone having that book? If I were being you I will go to the publication store hurriedly.

Jessica Ball:

The book untitled Strategic Management of Health Care Organizations contain a lot of information on that. The writer explains the girl idea with easy approach. The language is very clear to see all the people, so do not necessarily worry, you can easy to read it. The book was written by famous author. The author will bring

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Stacie Logan:

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