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Those review questions came out of my textbook i am using "Essentials of HealthCare Marketing, 3rd Edition by: Eric N. Berkowitz (ISBN 978076378334). Just to make sure I have questions from Chapter 4,6,7,10,11,12. Hi, I realized not all the questions were posted, the question got cut off at Chapter 11 question 5.

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He is an author of six books; Essentials of

Health Care Marketing (Jones and Bartlett,

2006, 1996); Marketing (Richard D. Irwin, 7th

ed., 2002); Marketing in Canada (Richard D.

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Essentials of Health Care Marketing 3rd (third) edition Paperback – January 1, 2009 by Eric N. Berkowitz (Author)

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Essentials of. Health Care Marketing THIRD EDITION Eric N. Berkowitz, PhD, MBA Associate Dean of Professional Programs Professor of Marketing Isenberg School of Management University of Massachusetts Amherst, Massachusetts.

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