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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. Irwin, 5th ed.); Health Care Marketing Plans: From Strategy to Action (Jones and Bartlett 3rd ed., 2004); Strategic Planning in Health Care Management: Marketing and ...

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Essentials of. Health Care Marketing

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