



# Strategic Management of Health Care Organizations

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

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**Strategic Management of Health Care Organizations** Peter M. Ginter, Linda E. Swayne, W. Jack Duncan

This classic text for health care students as well as health care managers and leaders is now available in its fourth edition, providing further guidance and focus on strategic thinking, strategy formulation, implementation, and control. The fourth edition reflects the importance of leadership in contemporary health care organizations. In addition, the authors have further developed their "map and compass" theme to foster strategic thinking. New to the fourth edition: each chapter has been fully updated and revised situational analysis and implementation are explicitly tied together through the value chain framework it includes 22 case studies, of which 10 are brand-new. The text also retains the important features that have made previous editions of the book such a success. Each chapter contains: a generous number of examples and exhibits summaries and conclusions key terms and concepts questions for class discussion additional readings appendices that assist readers by presenting ways to analyze health care cases and make oral presentations. The text is supported by PowerPoint Slides and a Teacher's Manual. Visit [www.blackwellpublishing.com/ginter](http://www.blackwellpublishing.com/ginter) for details.

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