



DOWNLOAD



Evaluation of the marketing environment for private health care in the USA and China

By Nicole Burkardt

GRIN Verlag Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B (67%), University of Sunderland, course: Marketing (Master), language: English, abstract: The world today is changing faster than ever. Technological developments, financial constraints, expanding markets, restructuring and mergers, new philosophies and government legislation are all putting pressure on organisations to change and stay dynamic (Davenport and Short, 1990; Aijo, 1996). This paper defines the external environment the private healthcare sector is facing in the USA, the world largest economy, and China, one of the biggest emerging markets and third largest trading nation in the world (bpb, 2005). According to Farnham (1999) the PEST-Analysis and Porter's (1980) five forces model provide a useful start for analysing the external environment. Building up on the information gathered it will be discussed what key challenges the private healthcare sector is facing, the significance of these challenges and how they might be overcome. Finally, it will be examined whether strategies of localisation or standardisation should be chosen in the USA and...



READ ONLINE
[3.21 MB]

Reviews

Comprehensive guide for pdf lovers. It generally is not going to charge too much. You may like just how the article writer write this book.

-- **Neva Hammes MD**

Simply no words to spell out. It can be rally fascinating throgh studying period of time. You will not really feel monotony at at any moment of your own time (that's what catalogues are for concerning if you ask me).

-- **Dr. Isabella Turner**

Relevant Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...



It's a Little Baby (Main Market Ed.)

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia Donaldson and Rebecca Cobb, the creators of...



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...