

Judul:

Cases in health care marketing

Pengarang/Penulis:

Fortenberry, John L., Jr., author

Subjek:

Medical care -- United States -- Marketing -- Case studies; Medical care -- Needs assessment; Marketing of health services -- United States -- Case REports

Nomor Panggil:

362.106 8 FOR c

Penerbitan:

Jones & Bartlett Learning

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