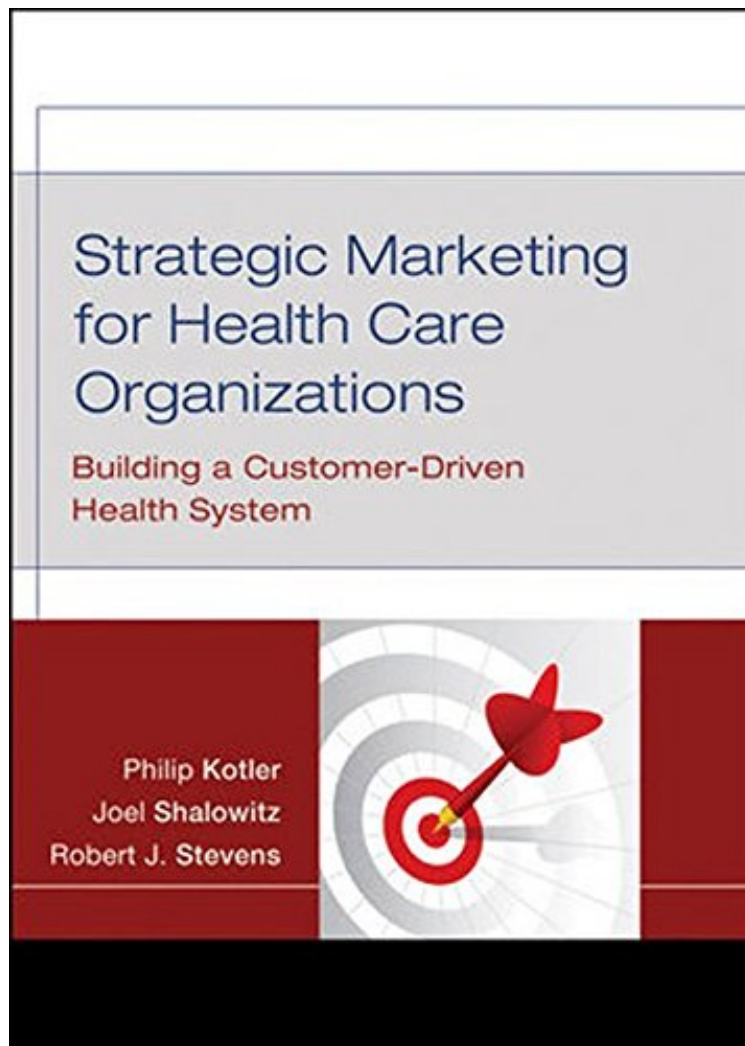


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Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System

Philip Kotler, Joel Shalowitz, Robert J. Stevens
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About the Author Philip Kotler is the S.C. Johnson Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management and the author of more than thirty books. Joel Shalowitz is Professor of Health Industry Management and director of the Health Industry Management Program at the Kellogg School of Management and Professor of Medicine and Preventive Medicine, Feinberg School of Medicine, Northwestern University. Robert J. Stevens is president of Health Centric Marketing in Durham, North Carolina and an Adjunct Professor at the School of Public Health at the University of North Carolina at Chapel Hill.