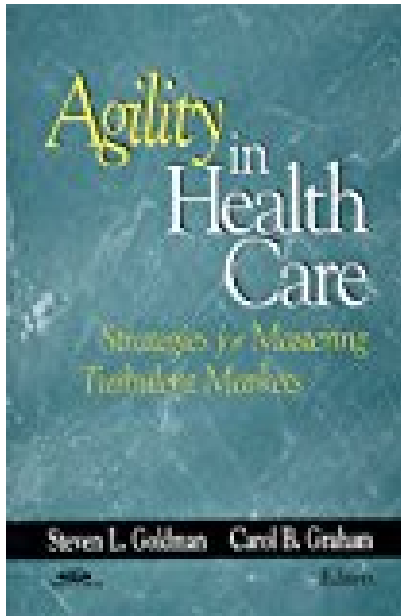


# Agility in Health Care Strategies for Mastering Turbulent Markets

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## BOOK DETAILS

- Author :
- Pages : 228 Pages
- Publisher : Jossey-Bass
- Language : English
- ISBN : 0787942111

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## BOOK SYNOPSIS

". . . Steve Goldman and Carol Graham point to agility as the key competency for dealing with an uncertain future. All health care organizations need to take note of this book if they are to move to the second curve."--Ian Morrison, futurist, author of *The Second Curve: Managing the Velocity of Change*P>Agility in Health Care offers more than theories; it's a how-to for health care executives who are determined to thrive -- not merely survive -- in today's chaotic marketplace. The authors present an innovative strategic model that can guide health care leaders in creating synergistic partnerships with employees, customers, suppliers, and competitors -- adapting to a changing marketplace and continually increasing customer demands. Filled with illustrative case studies, practical examples, and helpful management tools for self-assessment, this book reveals how to focus the effective agility model to help health care organizations: offer individualized customer solutions, create alliances, replace out-dated command-and-control hierarchies, exploit the power of information technologies, create competitive advantage, and more.

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