



# Strategic Management of Health Care Organizations

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



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The 6th edition of this established text is streamlined to a more manageable format, with the Appendices moved to the web-site and a significant shortening of the main text. There is a greater focus on the global analysis of industry and competition; and analysis of the internal environment. In consultation with feedback from their adopters, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of profit. This reflects waning interest among senior executives in the pursuit of short-term shareholder value.

As ever students are provided with the guidance they need to strategic planning, analysis of the health services environment (internal and external) and lessons on implementation; with additional discussion of organizational capability, deeper treatment of sustainability and corporate social responsibility and more coverage of the sources of organizational inertia and competency traps.

This edition is rich in new examples from real-world health care organizations. Chapters are brought to life by the 'Introductory Incidents', 'Learning Objectives', 'Perspectives', 'Strategy Capsules', useful chapter summaries; and questions for class discussion. All cases and examples have been updated or replaced. In this edition the teaching materials and web supplements have been greatly enhanced, with power-point slides, to give lecturers a unique resource.

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### Editorial Review

#### Review

*From the 4th edition:*

"I have been using this book as a required text since the very first edition. It provides a framework which integrates some of the most important concepts in modern management with cases from the health services field. I highly recommend this book and compliment the authors for their important contributions to our field." *Dr Barry Greene, University of Iowa*

". . .the definitive text on strategic management in healthcare" *Dr Janet E. Perter, University of NC at Chapel Hill*

#### From the Inside Flap

The 6th edition of this classic strategic management text provides up-to-date and concise coverage of all the essential strategic momentum. In this edition, the authors have comprehensively addressed issue assessment in the health care environment, service area competitor analysis, internal organizational analysis, development of directional strategies, strategy formulation, and strategy implementation.

Through the many new examples and perspectives integrated throughout the text along with numerous "strategic thinking maps" and analysis techniques, readers of this text will be able to develop comprehensive, well-documented, and innovative strategies for health care organizations. The focused format of this edition, combined with web support, make this an essential and accessible read.

#### Highlights of the sixth edition:

- This edition is rich in new examples from real-world health care organizations
- In response to the waning interest among senior executives in the pursuit of short-term value, the authors have concentrated on the fundamentals of strategy analysis and the underlying sources of long-term success
- Chapters are brought to life by the Introductory Incidents, Learning Objectives, Perspectives, Lessons for Health Care Managers, Managers Bookshelf, and questions for class discussion
- The teaching materials and web supplements have been greatly enhanced in this edition, with power-point slides and other handy tools to give professors a unique resource

#### From the Back Cover

This fifth edition of the classic text, *Strategic Management of Health Care Organizations*, introduces strategic thinking, strategic planning, and strategic momentum to advanced undergraduate and graduate students as well as practitioners in the field of health care. It demonstrates how strategic managers can become strategic thinkers with the crucial skills to evaluate the changing environment, analyze data, question assumptions, and develop new ideas.

Swayne, Duncan, and Ginter present methods to develop and document a plan of action through strategic planning and illustrate how, as managers attempt to carry out the strategic plan, they evaluate its success, learn more about what works, and incorporate new strategic thinking into future planning, strategy formulation, and situational analysis. They demonstrate how strategic management “maps” can provide the direction needed for successful implementation.

In this new edition, all chapters have been revised and contain new or updated Introductory Incidents and Perspectives. Appendix A has been revised to match the new model of strategic thinking, planning, and managing the strategic momentum. Twenty real-life case studies, including nine new cases and three updated classics, present diverse strategic situations in an accessible manner that enhances the applicability of the concepts for students and professionals.

The text is supported by PowerPoint slides and an Instructors' Manual. Visit [www.blackwellpublishing.com/swayne](http://www.blackwellpublishing.com/swayne) for details.

## **Users Review**

### **From reader reviews:**

#### **William Martin:**

Do you one of people who can't read pleasant if the sentence chained inside the straightway, hold on guys that aren't like that. This Strategic Management of Health Care Organizations book is readable by means of you who hate those perfect word style. You will find the information here are arrange for enjoyable studying experience without leaving actually decrease the knowledge that want to supply to you. The writer regarding Strategic Management of Health Care Organizations content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the written content but it just different by means of it. So , do you even now thinking Strategic Management of Health Care Organizations is not loveable to be your top listing reading book?

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**Cheri Adamo:**

People live in this new moment of lifestyle always aim to and must have the spare time or they will get wide range of stress from both lifestyle and work. So , once we ask do people have time, we will say absolutely sure. People is human not a robot. Then we consult again, what kind of activity do you have when the spare time coming to you actually of course your answer can unlimited right. Then ever try this one, reading textbooks. It can be your alternative inside spending your spare time, often the book you have read is actually Strategic Management of Health Care Organizations.

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