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Essentials of Health Care Marketing, Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market.

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Get ready for your neonatal intensive care nursing certification exam with the only review developed in collaboration with three leading nursing organizations! From AACN, AWHONN, and NANN, Certification and Core Review for Neonatal Intensive Care Nursing, 5th Edition prepares you for your examination with hundreds of high-quality study questions and realistic test simulation. Based on the latest test plans of the AACN ' s CCRN®-Neonatal exam and the NCC ' s Neonatal Intensive Care Nursing (RNC-NIC) exam, review questions cover the changes to the Core Curriculum and reflect the latest evidence, essential knowledge, and best practices. New to this edition are three new chapters and 225 completely new review questions. This powerful study tool offers unparalleled preparation for your certification exam! Endorsed by the three most authoritative associations in neonatal intensive care nursing: the American Association of Critical-Care Nurses (AACN); the Association of Women ' s Health, Obstetric, and Neonatal Nurses (AWHONN); and the National Association of Neonatal Nurses (NANN). Realistic exam practice is offered through 675 total questions that mirror the certification exam content, the multiple-choice question format, and the distribution of content. Answers are provided for each question, accompanied by rationales and references, to enhance your understanding of the material. Online flexibility allows you to organize review questions and test format by your preferred examination, either the AACN or NCC. Online exam simulation — included free with each new copy of the book — mirrors the test-taking experience with an interactive, timed format. Customized study lets you choose whether to work through online questions in Study Mode or Examination Mode. Online remediation includes rationales for both correct and incorrect answers, and in-book remediation provides rationales for correct answers. A compact, portable size makes the book easier to study anytime, anywhere. 225 NEW review questions include 75 in the book and 150 additional online questions on the Evolve companion website. Thoroughly UPDATED review content reflects AACN ' s latest CCRN®-Neonatal exam and the NCC ' s latest Neonatal Intensive Care Nursing (RNC-NIC) exam, information in Core Curriculum for Neonatal Intensive Care Nursing, 5th Edition, and the newest evidence-based guidelines for neonatal critical care. NEW! Three new chapters include Grieving Process, Quality Improvement, and Facilitation of Learning. NEW focus on culturally sensitive care is included in an expanded Family Integration and Culturally Sensitive Care chapter. UPDATED rationales in the Answer Key are referenced to the most recent literature and evidence-based guidelines. Compatibility with iPads, iPhones, and other mobile devices allows online exam practice that is easy and convenient.

Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artificial online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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