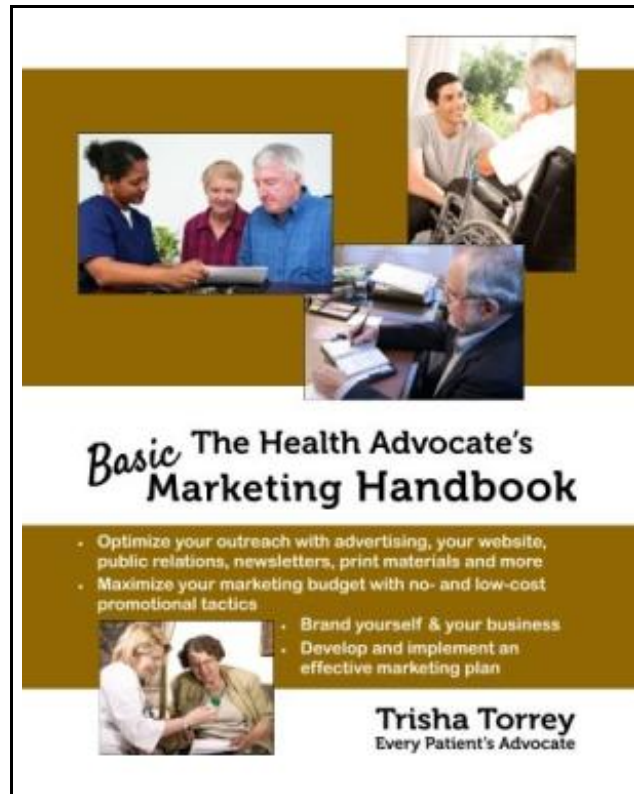


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THE HEALTH ADVOCATE S BASIC MARKETING HANDBOOK (PAPERBACK)



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Diagknowsis Media, United States, 2014. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. (This description is for the 2014 updated version of The Health Advocate s Marketing Handbook.) As a private health or patient advocate or navigator, you may think about marketing and shudder. You understand its importance, but marketing seems like an incomprehensible time and money eater that just takes you away from your advocacy work. Marketing doesn t have to be that difficult to understand or plan. Nor does it need to be expensive to implement. In fact, once you understand the basics, and see how they apply to your business, you ll find yourself thinking of new ideas on a regular basis. You might even like marketing! This book is a must-have for those who choose to manage private advocacy and health-related practices including: patient advocates, patient navigators, case managers, care managers, midwives, doulas, therapists, guardians, conservators, life planners, family mediators, disability advisors, acupuncturists, health coaches, yoga instructors, massage therapists, elder care professionals, nursing home advisors, medical bill reviewers, health insurance advisors, medical legal advisors and others. It provides advice and guidance to help you optimize your outreach with advertising, your website, public relations, newsletters, print materials and more. You ll learn how to maximize your marketing budget with no-and low-cost promotional tactics. You ll be able to brand yourself and your business, and develop an effective marketing plan. Once you own the book, you ll also be able to take advantage of several free downloads: a workbook that accompanies the Handbook, plus templates for both a marketing plan and a press release, and dozens of links to useful online resources. Learn more about this book and others in its series at:



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