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Plunketts Health Care Industry Almanac 2010 Health Care Industry Market Research, Statistics, Trends Leading Companies

By Jack W. Plunkett

Plunkett Research. Paperback. Book Condition: New. Paperback. 720 pages. Dimensions: 11.0in. x 8.5in. x 1.6in. Plunketts Health Care Industry Almanac is the only complete reference to the American Health Care Industry and its leading corporations. Whatever your purpose for researching the health care field, you'll find this award-winning reference book to be a valuable guide. No other source provides this massive book's easy-to-understand comparisons of national health expenditures, emerging technologies, patient populations, hospitals, clinics, corporations, research, Medicare, Medicaid, managed care, and many other areas of vital importance. Included in the market research sections are dozens of statistical tables covering every aspect of the industry, from Medicare expenditures to hospital utilization, from insured and uninsured populations to revenues to health care expenditures as a percent of GDP. A special area covers vital statistics and health status of the U. S. population. The corporate analysis section features in-depth profiles of the Health Care 500 the 500 largest and most successful for-profit firms within the health care system, from the leading companies in pharmaceuticals to the major managed care companies. Details for each corporation include growth plans, divisions, subsidiaries, brand names, competitive advantage and financial results--as well as executives by title and valuable...

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