



Health Industry Communication: New Media, New Methods, New Message

Nancy J. Hicks, Christina M. Nicols

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Health Industry Communication: New Media, New Methods, New Message is a one-of-a-kind textbook and fills a critical gap in the literature for communications students as well as students of health administration and public health. Featuring best practices and case studies from notable practitioners, the chapters offer a 360-degree view of the world of health communication as well as a look at special topics that impact health communicators. Four sections cover over 25 topics--contributed by authors from both private and public health organizations--in Institutional Communication and Marketing, Consumer Communication and Social Marketing, Communication to Achieve Policy Change, and Media and Measurement. Some of the unique topics include "Building a National Brand in Pediatric Healthcare," contributed by an author from a well-known children's hospital; and a look at efforts to achieve federal policy change through advocacy and communication. Review the complete list of topics at www.jblearning.com, keyword: Hicks.



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