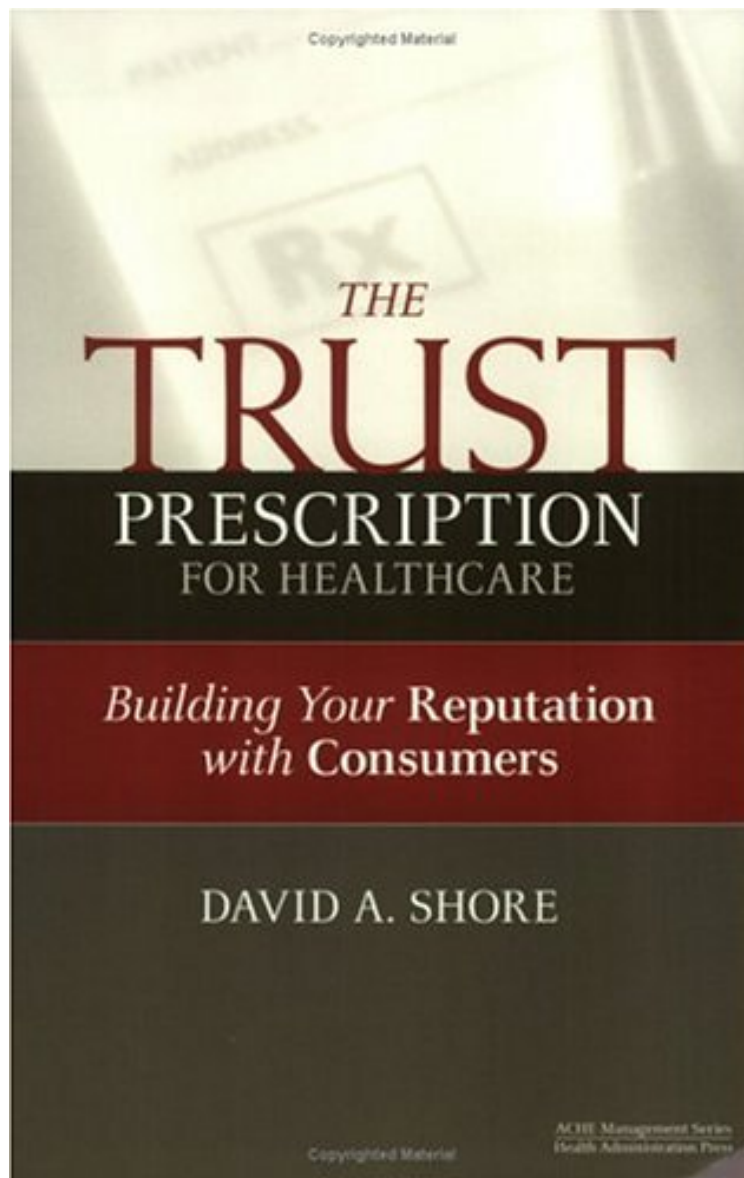


(Pdf free) The Trust Prescription for Healthcare: Building Your Reputation with Consumers (Ache Management Series)

The Trust Prescription for Healthcare: Building Your Reputation with Consumers (Ache Management Series)

David A. Shore

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David A. Shore : The Trust Prescription for Healthcare: Building Your Reputation with Consumers (Ache Management Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Trust Prescription for Healthcare: Building Your Reputation with Consumers (Ache Management Series):

1 of 1 people found the following review helpful. Not Worth the Expense
By Craig J. Amnott
As a Family Physician, I found nothing new in the book that I hadn't learned in my Human Resources classes in my undergrad years. Does not impart any new "trust" wisdom. My prescription for you is to save your money and spend it elsewhere. I was disappointed in terms of bang for the buck. Too little bang. Too much buck.

If you built your reputation on trust, who would your competitors be? With the healthcare industry under increasing suspicion, hospitals and other healthcare providers must seek out ways of building trust, both within their organizations and throughout the community. David Shore's upcoming *The Trust Prescription for Healthcare* tells providers and organizations how to build their capacity for trust and trustworthiness and how to turn that capacity into a trusted reputation and brand. The data are compelling: trust and a reputation as a trusted provider are at once good medicine, good business, and great leadership. Providers and organizations who make the investment in trust will find that they become more effective and efficient, both clinically and administratively. This book will guide readers in building a "trust capacity" with questions, ideas, and examples. The book will also spell out the return on investment (ROI) that organizations can expect from building the trust brand. This book provides readers with tools, strategies, and techniques they can put to use in rebuilding their department, service, or organization into a trustworthy one.

About the Author
David A. Shore, PhD is Associate Dean and Founding Director of the Trust Initiative at the Harvard School of Public Health where he also serves as Executive Director of the Center for Continuing Professional Education. Dr. Shore teaches the popular Harvard graduate course *Strategic Marketing: Gaining Competitive Advantage Through Positioning, Branding, and Trust*. A frequent speaker, he has delivered keynote addresses and provided consultation on six continents. He chaired the first, second, and third national Conferences on Branding, Positioning and Competitive Strategies in the Healthcare Industries and is frequently quoted by the media in such publications as *The Wall Street Journal*, *The New York Times*, *INC*, and *Modern Healthcare*. His work on brand, reputation and trust is embedded into his larger work on market dynamics and the market strategies that most powerfully impact creating a unique and sustainable competitive advantage. In all his work, Shore strives to build constructive links between theory and practice.