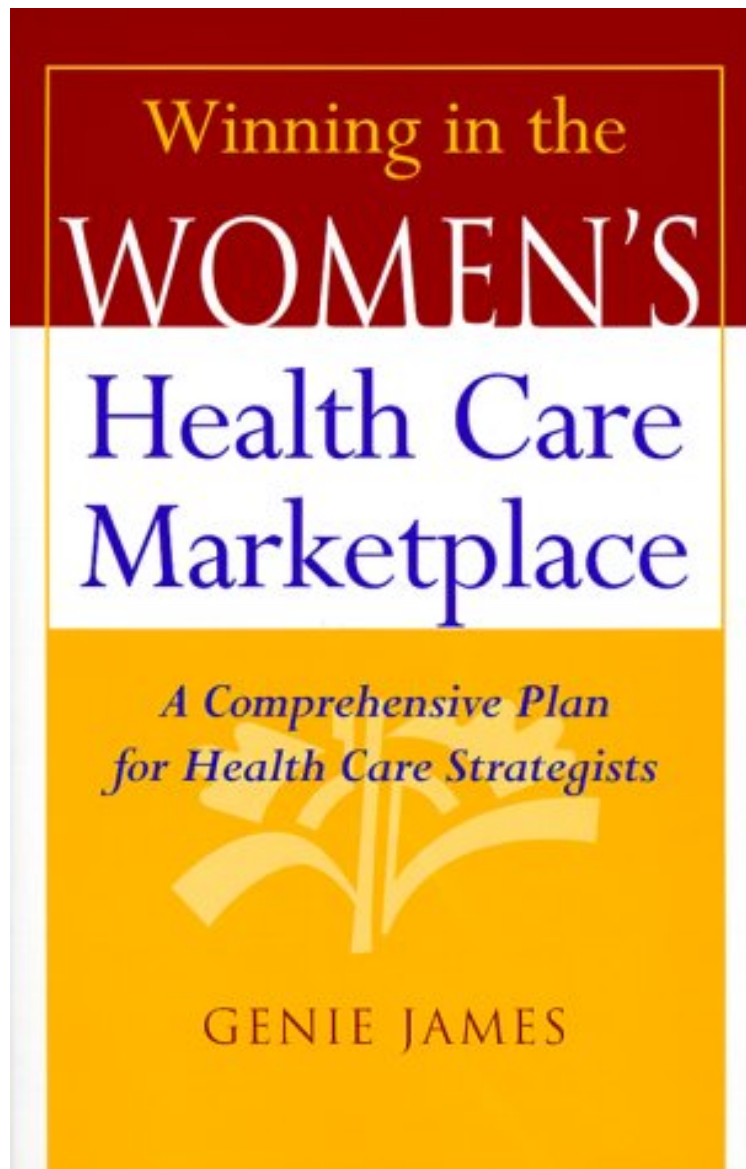


Winning in the Women's Health Care Marketplace: A Comprehensive Plan for Health Care Strategists

Genie James

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Overwhelmingly, women are responsible for deciding how America's health care dollars are spent. If health care providers are to succeed in the coming years, they must meet the challenge of satisfying the needs of this powerful market. Written by an exceptional panel of experts in women's health, *Winning in the Women's Health Care Marketplace* synthesizes the nation's best strategies and practices for creating a health program that will capture the attention and loyalty of the emerging women's market.