Branding is about more than just your hospital’s name or your health system’s logo. It’s a strategy that reaches every corner of your organization to transform behavior, impact business decisions, and change the entire culture.

This comprehensive resource offers advanced branding strategies for healthcare leaders and marketing professionals. With increased competition and growing consumer involvement, branding is even more critical to the long-term success of healthcare providers. But you must go beyond the basics and learn how to use branding in a strategic way—to differentiate your healthcare organization and position it for success.

*A Marketer’s Guide to Brand Strategy: Advanced Techniques for Healthcare Organizations* will help you take your marketing efforts to the next level. This detailed book is filled with case studies, advice, and inspiration from healthcare organizations that are brand strategy leaders. Start viewing branding from a strategic perspective and learn:

- Why branding is so important
- How to build a brand
- The ins and outs of branding and brand strategy
- How to manage and build your organization’s brand

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