



Public Health Business Planning: A Practical Guide

By Stephen N. Orton, Anne J. Menkens, Pamela Santos

Jones and Bartlett Publishers, Inc. Paperback. Book Condition: new. BRAND NEW, Public Health Business Planning: A Practical Guide, Stephen N. Orton, Anne J. Menkens, Pamela Santos, In today's turbulent and financially stressful times, public health managers need business planning skills. They need to become "civic entrepreneurs," who can creatively finance and manage needed programs using business school savvy. Public Health Business Planning: A Practical Guide is based on the curriculum of the highly successful Management Academy for Public Health, offered by the Kenan-Flagler Business School and the School of Public Health at the University of North Carolina at Chapel Hill. A Lewin Group evaluation showed that teams of Management Academy graduates have generated millions of dollars in revenue for local agencies through implementing business plans. This book teaches what it means to use entrepreneurial strategies for social good, and key business planning skills such as: Assessment and strategic planning Program planning, implementation, and evaluation Financial planning and budgeting Market research and social marketing Strategies for getting funded including business writing and speaking Project management and business plan execution strategies.



READ ONLINE
[6.15 MB]

Reviews

It becomes an incredible book that we actually have possibly study. It really is rally exciting throgh studying period of time. I am very easily could get a satisfaction of reading through a written book.

-- **Gianni Hoppe**

A really awesome pdf with perfect and lucid reasons. It is actually rally fascinating throgh reading period of time. Your lifestyle period will probably be transform as soon as you total looking over this ebook.

-- **Alford Kihn**