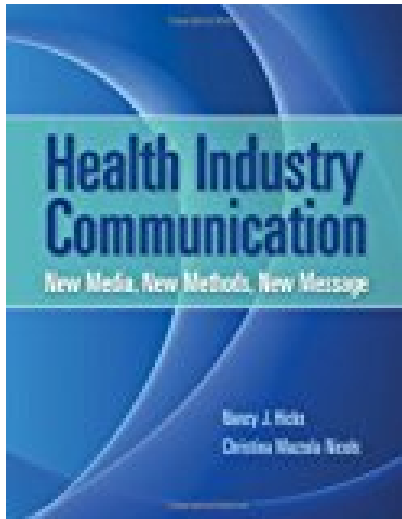


# Health Industry Communication New Media New Methods New Message

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## BOOK DETAILS

- Author : Nancy J. Hicks
- Pages : 318 Pages
- Publisher : Jones & Bartlett Learning
- Language : English
- ISBN : 0763778923



## BOOK SYNOPSIS

The Second Edition of Health Industry Communication: New Media, New Methods, New Message is a thorough revision 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 communications from a business and promotions outlook as well as a look at special topics that impact health communicators.

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