

Recommended Readings

Swayne, L.E., Duncan, W.J., and P.M. Ginter. Strategic Management of Health Care Organizations. Fifth Edition. Blackwell Publishing: Malden MA. 2005.

Jennings, M.C (ed). Health Care Strategy for Uncertain Times. Jossey Bass: San Francisco. 2000.

Luke, R.D., Walston, S. and P.M. Plummer. Healthcare Strategy: In Pursuit of Competitive Advantage. AUPHA Health Administration Press: Chicago. 2003.

Mintzberg, H., Ahlstrand, B. and J. Lampel. Strategy Safari: A Guided Tour Through the Wilds of Strategic Management. The Free Press: New York. 1998.

Porter, M.E. What is Strategy? Harvard Business Review, November-December 1996, 61-78.

Mintzberg, H. The Fall and Rise of Strategic Planning. Harvard Business Review, January-February 1994.

Lipton, M. Demystifying the Development of an Organizational Vision. Sloan Management Review, Summer 1996, pp. 83-92.

Kaplan, R.S. and Norton, D.P. Using the Balanced Scorecard as a Strategic Management System. Harvard Business Review, January-February 1996.