Index:

Chapter 1 : Introduction 1 - 27

Chapter 2 : Medical and Health Services an Overview. 28 - 69

Chapter 3 : Creating awareness about the Medical care Services 70 - 80

Chapter 4 : Marketing Communication. 81 - 112

Chapter 5 : Strategic Marketing 113 - 130

Chapter 6(A) : Other Dimensions of Marketing-Mix. 131 - 146

6(B) : Overview of diversified services in Hospital Management. 147 - 312

Chapter 7 : Research Methodology 313 - 340

Chapter 8 : Analysis of Questionnaires. 341 - 347

Chapter 9 : Findings of the Study 348 - 355

Chapter 10 : Summary & Conclusions (Recommendations) 356 - 378

Questionnaire on Hospitals/Patients/Customers. 379 - 401

Bibliography 402 - 419