



Genuine] image of hospitals and crisis PR: Fudan University Children's Hospital. a classic case reviews Gui Yonghao(Chinese Edition)

By GUI YONG HAO

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date: Unknown in Publisher: Fudan University Press title: the hospital image with the public relations crisis: Fudan University Children's Hospital. a classic case of reviews List Price: 38.00 yuan Author: Gui Yonghao Publisher: Fudan University Press Publication Date: ISBN: 9787309057669 Words: Page: Revision: Binding: Paperback: Product ID: asinB0012UN9KK Editor's Choice believe that the image of hospitals and crisis PR: Fudan University Children's Hospital. a classic case review not only can provide useful lessons and help the managers of the hospital can also attract more experts and scholars to do more in-depth and detailed discussion and research on hospital image strategy and crisis public relations. the two issues of great practical significance. Abstract No image directory on hospital image hospital image and communication strategy. communication strategy Chapter Theory of Section 1 hospital image transmission purpose and the meaning of Section II hospital spread connotation third hospital image transmission characteristics and ideas Section IV studies the status quo of the research status quo the second chapter Hospital image Section II of section I of the status quo of our the...



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