



Gesundheits- und Sozialmanagement: Leitbegriffe und Grundlagen modernen Managements (German Edition)

Gregor Hensen, Peter Hensen (Hrsg.)

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Angesichts zunehmender Veränderungen im öffentlichen Sektor werden Managementkenntnisse in allen Bereichen des Gesundheits- und Sozialwesens immer wichtiger. Dieses Buch gibt eine umfassende Einführung in die allgemeinen Begrifflichkeiten des Themenbereichs Gesundheits- und Sozialmanagement. Es bietet differenziertes Grundlagenwissen zu den Leitbegriffen und Inhalten des Managements von Gesundheits- und Sozialorganisationen und führt zu einem fundierten theoretischen Verständnis für die Entwicklung von Handlungskompetenzen.

Aus dem Inhalt:

Der Managementbegriff im Gesundheits- und Sozialsektor, Rechnungswesen in sozialen Unternehmen, Strategisches Controlling, Marketing, Qualitäts-, Prozess- und Risikomanagement, Case Management, Betriebliches Gesundheitsmanagement, Organisationsentwicklung, Projekt- und Wissensmanagement, Leitung und Mitarbeiterführung, Motivations- und Teammanagement, Evaluation.

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