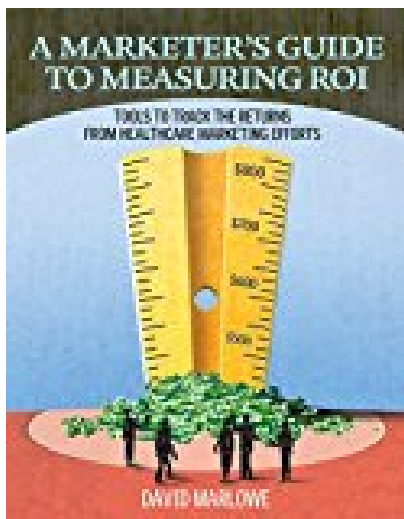


A Marketers Guide to Measuring ROI Tools to Track the Returns from Healthcare Marketing Efforts



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BOOK SYNOPSIS

"This book walks you through the essential steps you must take to accurately measure the ROI of your hospital marketing efforts"--P. [4] of cover.

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