



# Essentials Of Management And Leadership In Public Health (Essential Public Health)

*Robert E Burke, Leonard H. Friedman*

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Driven by recent events and new trends, public health training increasingly requires new and more advanced information?leadership and management skills drawn from business, industry, education, and government. This text offers basic foundation for students entering the field of public health management with a specific focus on developing knowledge and skills in the cross cutting competency domains identified by the ASPH. Essentials of Management and Leadership in Public Health covers: An introduction and history of the field of public health management; The evolution of key leadership and management theories; The changing role of public health management professionals and key characteristics of a successful public health leaders; Key issues in the organization, financing and delivery of healthcare services; Fundamental concepts about the classic functions of management including economics, finance, marketing, strategy, administration, human resources, and community relations; and Modern approaches to leadership development, selection, retention and succession planning. Looking for more real-life evidence? Check out Cases 1, 2, 5-10, 13, 15, 19-21 in Essential Case Studies in Public Health, Putting Public Health into Practice.

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