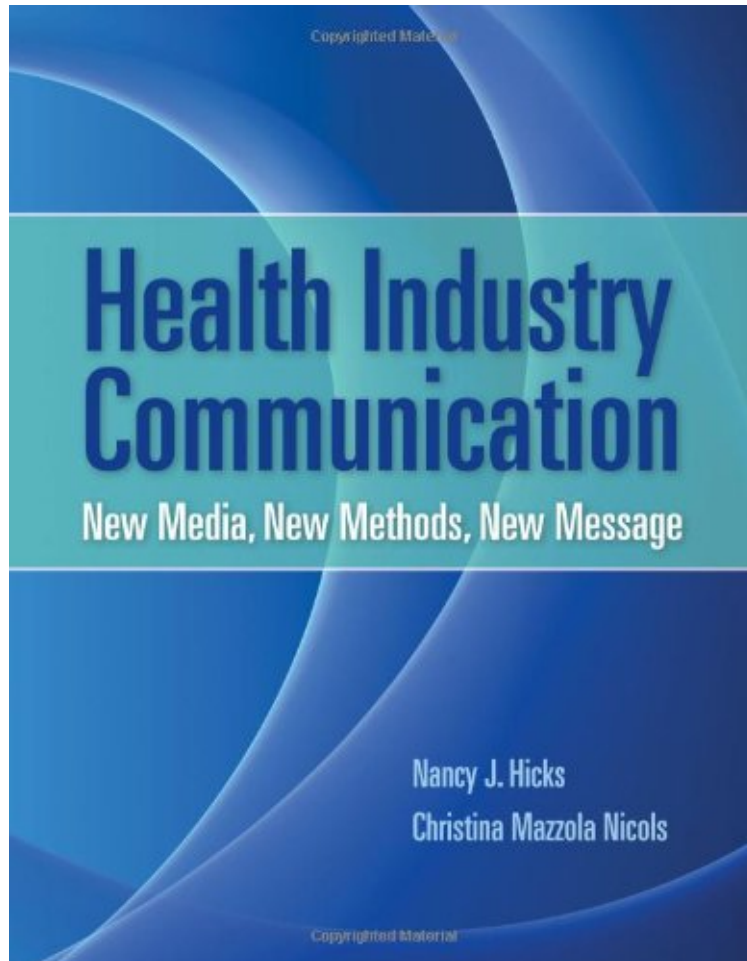


Health Industry Communication: New Media, New Methods, New Message

Nancy J. Hicks, Christina M. Nicols
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Health Industry Communication:New Media, New Methods, New Message is a one-of-a-kind textbook and fills a critical gap in the literature for communications students as well as students of health administration and public health. Featuring best practices and case studies from notable practitioners, the chapters offer a 360-degree view of the world

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