# Fall 2019 BSHM Textbook List

### HPHM 4306

Berkowitz, E.N. (2017) Essentials of Health Care Marketing. Jones & Bartlett Learning.ISBN: 9781284094312

### HPHM 4311

Sultz, H.A. & Young, K.M. (2014) Health Care USA Understanding Its Organization and Delivery. Jones and Bartlett Publishers: Burlington, MA. ISBN # 9781284029888.

Publication Manual of the American Psychological Association. American Psychological Association, APA, Edition: 6th, ISBN # 1-4338-05610-8, ISBN-13: 978-4338-0561-5, ISBN 1-4338-056108 or

equivalent 6th ed.

### HPHM 4313

McKenzie, JF, et al (2015) *An Introduction to Community Health*. Jones and Bartlett Publishers. ISBN # 978-1-284-03659-6

### HPHM 4317

F.J. Gravetter & L.B. Wallnau, & L.B. Forzano (2018). Essentials of statistics for the behavioral sciences (9th ed.). Belmont, CA: Wadsworth, Cengage Learning. ISBN-10: 1-337-09812-4, ISBN-13: 978-1- 337-09812-0

### HPHM 4318

Pozgar, G. (2020) *Legal and Ethical Issues for Health Professionals*, Jones and Bartlett Publishers, Fifth Edition ISBN 978-1284144185.

### HPHM 4334

Bhattachary, J., Hyde, T., & Tu, P. (2014). *Health Economics*; ISBN: 978-1-137-02996-6

### HPHM 4341

McLaughlin, C. & McLaughlin, C.  (2015) *Health Policy Analysis*.  Jones and Bartlett Learning. ISBN:  978-1-284-03777-7

### HPHM 4477

Ginter P., Duncan, J., & Swayne, L. (2018). *The Strategic Management of Health Care Organizations, 8th Edition.* San Francisco, CA: Wiley. ISBN: 978-1-119-34970-9

### HPHM 4478

McLaughlin, C. & McLaughlin, C.  (2015) *Health Policy Analysis*.  Jones and Bartlett Learning. ISBN:  978-1-284-03777-7

### IPHP 1003

No Textbook Required.

### HPHM 4312

Health Insurance and Managed Care: What they are and how they work. 4th edition Kongstvedt 2016 Jones Bartlett Publishing ISBN 978-1-284-04325-9

### HPHM 4320

Singh, D. (2016). *Effective Management of Long-Term Care Facilities*. Third Edition. Jones Bartlett Publishing ISBN 9781284052718

### HPHM 4333

*Population Health: Principles and Applications for Management,* Rosemary M. Caron, Health Administration Press, First Edition. ISBN: 978-1567938616

### HPHM 4337

*The Business of Healthcare Innovation*, Burns, Cambridge University Press, Second Edition, ISBN 978- 1107607774

*Diffusion of Innovations*, Rodgers, Free Press, Fifth Edition, ISBN 978-0-7432-2209-9