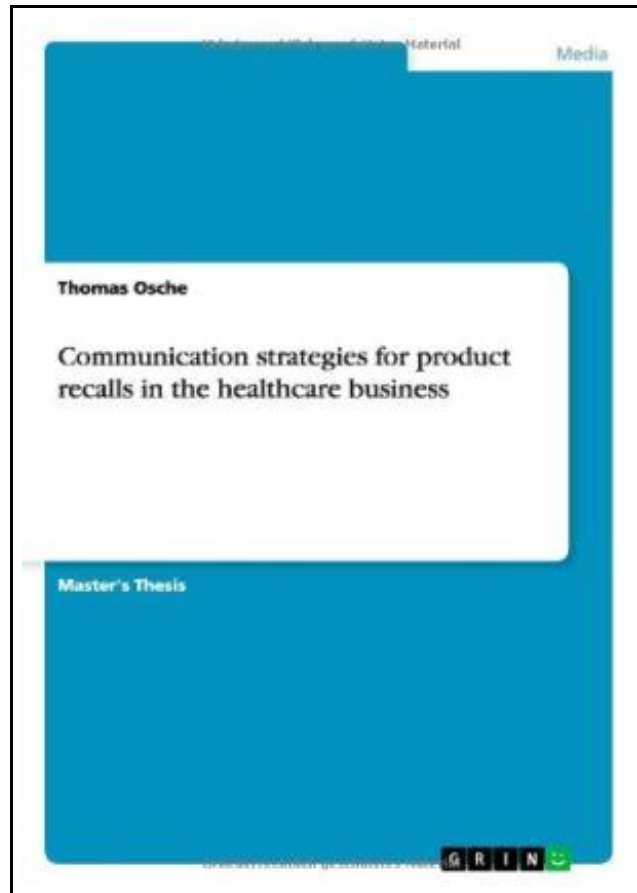


Communication Strategies for Product Recalls in the Healthcare Business



Filesize: 5.44 MB

Reviews

This is actually the best ebook we have read till now. Indeed, it can be enjoy, nevertheless an interesting and amazing literature. You will not feel monotony at whenever you want of the time (that's what catalogs are for regarding should you question me).

(Jamar Stracke)

COMMUNICATION STRATEGIES FOR PRODUCT RECALLS IN THE HEALTHCARE BUSINESS

DOWNLOAD



GRIN Verlag. Paperback. Book Condition: New. Paperback. 84 pages. Dimensions: 8.1in. x 5.9in. x 0.4in. Masters Thesis from the year 2007 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1. 3, Anglia Ruskin University (Ashcroft International Business School), language: English, abstract: After a series of cardiac implantable device recalls hit the industry in the year 2005 the question of a favourable corporate communication strategy about inevitable product recalls was raised. Knowing that it is impossible to produce 100 failure free products I was personally interested in seeing how such recalls occurred and how successful they were handled by the different companies from a communication perspective. This thesis analyses such device recalls since the year 2000 and attempts to identify a favourable communication strategy for the companies involved in such recalls in the future. Qualitative analysis was performed on various secondary data sources to find positive and negative aspects of different communication strategies for the affected companies. Four companies could be analysed, where three provided significant results, which were used for final recommendations. Those recommendations are provided to support active corporate communication. The basis of the recommended communication strategy is as follows: Provide disclosure about probabilities of malfunctions while supportive to the most powerful stakeholders, which are the physicians and the regulatory authorities. When one company faces a recall it is favourable to take accountability and give advice to physicians about how to respond to their patients, because they are facing the problem of having all the information at hand without an adequate guideline which summarises a clinical decision on how to act and how to weight risks of keeping the existing device versus the risks of device change-out procedures. Keywords: communication strategy, crisis management, corporate communication, healthcare business This item ships from multiple locations. Your book may...



[Read Communication Strategies for Product Recalls in the Healthcare Business Online](#)



[Download PDF Communication Strategies for Product Recalls in the Healthcare Business](#)

Other Kindle Books



Kindergarten Reading Stick Kids Workbook Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Every day your child is acquiring skills needed for entry into the world beyond family and home. Arrival at school...

[Download ePub »](#)



Early National City CA Images of America

Arcadia Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.4in. x 0.4in. Below the surface of bustling National City lies the story of olive and citrus orchards, grand Victorian homes, great wealth, and...

[Download ePub »](#)



Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Learning to read is a fun and exciting time in a child's life, and being able to decode words is...

[Download ePub »](#)



Patterns and Sequence Stick Kids Workbook, Grade K Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.2in. Knowledge of patterns enables us to make predictions and solve problems. Noticing patterns in nature and in home routines and...

[Download ePub »](#)



The Old Testament Cliffs Notes

Cliffs Notes. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 8.1in. x 5.1in. x 0.3in. The original CliffsNotes study guides offer expert commentary on major themes, plots, characters, literary devices, and historical background. The latest generation...

[Download ePub »](#)



DK Readers Flying Ace, The Story of Amelia Earhart Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Amelia Earhart was a famous woman pilot. She is about to set off on the most dangerous flight ever attempted. Find

[Download Book »](#)



The Ghosts of Pickpocket Plantation Pretty Darn Scary Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 109 pages. Dimensions: 7.4in. x 5.2in. x 0.3in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an

[Download Book »](#)



DK READERS Pirates Raiders of the High Seas

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.9in. x 0.2in. Meet Pirates who got away with murder... and pirates who died in the hangmans noose! These 48-page books about

[Download Book »](#)



DK Readers Robin Hood Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Nick Harris (illustrator). Paperback. 48 pages. Dimensions: 8.4in. x 5.7in. x 0.2in. Discover the rollicking exploits of Robin and his merry men as they take from the rich and give

[Download Book »](#)



Scholastic Discover More Animal Babies

Scholastic Reference. Hardcover. Book Condition: New. Hardcover. 32 pages. Dimensions: 9.1in. x 7.6in. x 0.5in. Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the

[Download Book »](#)