

Contents

1	Health Management: An Introduction	1
	S. D. Gupta	
2	Health Policy and Health System	19
	Satish Kumar, Abha Mangal, and Daya Krishan Mangal	
3	Principles of Epidemiology	47
	S. D. Gupta	
4	Statistical Methods in Public Health	85
	J. P. Singh	
5	Demographic Concepts and Measures	129
	Arindam Das	
6	Research Methods	151
	Anoop Khanna	
7	Human Resource Management for Healthcare Organizations	179
	Tanjul Saxena	
8	Health Economics and Financing	199
	P. R. Sodani	
9	Financial Management in Health Care	215
	Prashant Sharma	
10	Healthcare Marketing	239
	Seema Mehta	
11	Managing Logistics and Supplies	261
	S. V. Vinod Kumar and Nirmal Kumar Gurbani	
12	Health Communication and Behavior Change	295
	Neetu Purohit	

13	Health Management Information System	313
	Anoop Khanna	
14	Quality Management in Health Care	339
	S. D. Gupta, Sandesh Kumar Sharma, and Santosh Kumar	
15	Strategic Management for Health Care	369
	Monika Chaudhary	
16	Non-Government Organization and Health Sector	389
	Goutam Sadhu	
17	Organizational Behavior in Health Management	419
	Nutan P. Jain and Neetu Purohit	