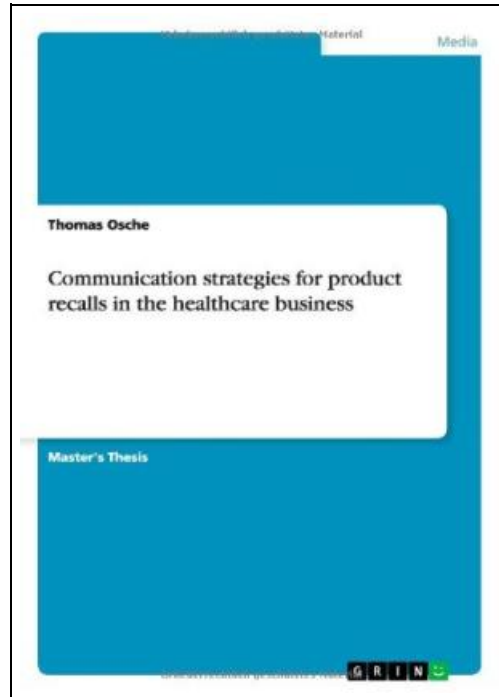


Communication Strategies for Product Recalls in the Healthcare Business



Filesize: 9.32 MB

Reviews

*It in a of the best publication. It really is loaded with knowledge and wisdom You may like the way the blogger write this ebook.
(Prof. Shannon Wehner PhD)*

COMMUNICATION STRATEGIES FOR PRODUCT RECALLS IN THE HEALTHCARE BUSINESS



To download **Communication Strategies for Product Recalls in the Healthcare Business** PDF, make sure you refer to the button beneath and save the file or have accessibility to other information which might be relevant to COMMUNICATION STRATEGIES FOR PRODUCT RECALLS IN THE HEALTHCARE BUSINESS ebook.

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](#)



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

Related eBooks



[PDF] **Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Follow the hyperlink under to download "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" document.

[Save Document »](#)



[PDF] **Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Follow the hyperlink under to download "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" document.

[Save Document »](#)



[PDF] **Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Follow the hyperlink under to download "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications ." document.

[Save Document »](#)



[PDF] **The Healthy Lunchbox How to Plan Prepare and Pack Stress Free Meals Kids Will Love by American Diabetes Association Staff Marie McLendon and Cristy Shauck 2005 Paperback**

Follow the hyperlink under to download "The Healthy Lunchbox How to Plan Prepare and Pack Stress Free Meals Kids Will Love by American Diabetes Association Staff Marie McLendon and Cristy Shauck 2005 Paperback" document.

[Save Document »](#)



[PDF] **Preventing Childhood Eating Problems : A Practical, Positive Approach to Raising Kids Free of Food and Weight Conflicts**

Follow the hyperlink under to download "Preventing Childhood Eating Problems : A Practical, Positive Approach to Raising Kids Free of Food and Weight Conflicts" document.

[Save Document »](#)



[PDF] **Book Finds: How to Find, Buy, and Sell Used and Rare Books (Revised)**

Follow the hyperlink under to download "Book Finds: How to Find, Buy, and Sell Used and Rare Books (Revised)" document.

[Save Document »](#)



[PDF] The About com Guide to Baby Care A Complete Resource for Your Babys Health Development and Happiness by Robin Elise Weiss 2007 Paperback

Access the link listed below to download "The About com Guide to Baby Care A Complete Resource for Your Babys Health Development and Happiness by Robin Elise Weiss 2007 Paperback" file.

[Read Document »](#)



[PDF] Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback

Access the link listed below to download "Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback" file.

[Read Document »](#)



[PDF] Electronic Dreams: How 1980s Britain Learned to Love the Computer

Access the link listed below to download "Electronic Dreams: How 1980s Britain Learned to Love the Computer" file.

[Read Document »](#)



[PDF] Twitter Marketing Workbook: How to Market Your Business on Twitter

Access the link listed below to download "Twitter Marketing Workbook: How to Market Your Business on Twitter" file.

[Read Document »](#)



[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Access the link listed below to download "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)" file.

[Read Document »](#)



[PDF] How to Make a Free Website for Kids

Access the link listed below to download "How to Make a Free Website for Kids" file.

[Read Document »](#)