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Website, SEO, Social Media, Werberecht
(Erfolgskonzepte Praxis- & Krankenhaus-
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Die Autorin führt in diesem ersten Buch zum Thema umfassend in den Bereich Online-Marketing für Ärzte ein. Dabei stellt sie neue Trends in den sozialen Netzwerken wie Twitter oder Blogs vor, aber auch neue Anwendungen wie z. B. Apps. Anhand konkreter Beispiele und Checklisten erfahren Leser, wie die Marketing-Maßnahmen auf die eigene Situation angewandt werden können. Das Handbuch enthält Experteninterviews und liefert zahlreiche Tipps und Tricks für die Umsetzung in die Praxis.

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