

MSc International Health Management
Reading list 2009 - 2010

➤ **ACCOUNTING**

Key text

Jones, M. (2006) *Accounting*. (2nd ed.) John Wiley & Sons

Additional references

- Barwise, P., P. Marsh, and R. Wensley. (1989) Must finance and strategy clash? *Harvard Business Review* 67 (5):85-91.
- Brown, P. (1998) A model for effective financial analysis. *Journal of Financial Statement Analysis* 3 (4):60-63.
- Cambridge Hospital Community Health Network - The Primary Care Unit. (2002). 9-100-054.
- Caribbean Internet Cafe. 2002. 9A98B002.
- Codman & Shurtleff, Inc.: Planning and Control System. (2000). 9-187-081.
- Identify the non-profit. (2006). 9-195-215.
- Collingwood, H. (2001) The earnings game: Everyone plays, nobody wins. *Harvard Business Review* 79 (6):65-74.
- Cooper, R., and R. S. Kaplan. (1988) Measure costs right: Make the right decisions. *Harvard Business Review* (September/October):96-103.
- Johnson, L. G. (2009) Breaking down the silos at SMDC health system. *Balanced Scorecard Report* 11 (4):4-6.
- Jones, M. (2006) *Accounting*. 2 ed: John Wiley & Sons.
- Kaplan, R. S. (2009). Conceptual Foundations of the Balanced Scorecard. In *Handbook of Management Accounting Research*, edited by C. S. Chapman, A. G. Hopwood and M. D. Shields. 1253-1270. Oxford: Elsevier.
- Kaplan, R., and A. Nevius. (2009) The Power of Strategy Execution in Healthcare. *Balanced Scorecard Report* 11 (4):3.
- Montefiore Medical Center. (2001). 9-101-067.

- Powell, A. E., H. T. O. Davies, and R. G. Thomson. (2003) Using Routine comparative data to assess the quality of healthcare: understanding and avoiding common pitfalls. *Quality and Safety in Healthcare* 12 (122-128).
- Sharpe, P., and T. Keelin. (1998) How Smithkline Beecham makes better resource-allocation decisions. *Harvard Business Review* (March-April):45-57.
- Sherman, D., and D. Young. (2001) Tread lightly through these accounting minefields. *Harvard Business Review* 79 (7):129-135.
- Wagner, S., and L. Dittmar. (2006) The Unexpected Benefits of Sarbanes-Oxley. *Harvard Business Review* 84 (4):133-140.

➤ STRATEGIC MANAGEMENT

Recommended texts

- Johnson, Gerry, Scholes, Kevan and Richard Whittington (2007) *Exploring Corporate Strategy*, 8th edition, London: FT Prentice Hall (*previous editions are fine too*). This edition has the benefit of web based learning material.
- Lynch, Richard (2006) *Corporate Strategy*, London: FT Prentice Hall.
- White, Colin (2004) *Strategic Management*, Basingstoke: Palgrave Macmillan.

For state-of-the-art strategy cases and concepts:

- Sydney Finkelstein, Charles Harvey and Thomas Lawton (2007) *Breakout Strategy: meeting the challenge of double-digit growth*, New York: McGraw-Hill.

➤ HEALTH INFORMATICS

Recommended texts

- Coiera, E. Guide to Health Informatics, Arnold, 2003.
- De Dombal, F.T. Medical Informatics, the Essentials, Reed Educational & Professional Publishers, 1996.
- Degoulet, P. and Fieschi, M. Introduction to Clinical Informatics, 1997, Springer-Verlag, New York.
- Hannah, K.J. & Ball, M.J. Introduction to Clinical Informatics, Springer-Verlag, New York, 1997.
- Haux, R. Strategic information management in hospitals: an introduction to hospital information systems, Springer, 2004.
- Laudon, KC & Laudon, JP, 2004, Management Information Systems, Managing the Digital Firm, 8th ed., Prentice-Hall.
- Merida L. Johns. 2002, Information Management for Health Professions. 2nd Edition. Delmar, Thomson Learning.
- Taylor, P. From Patient Data to Medical Knowledge, The Principles and Practice of Health Informatics, Blackwell Publishing, 2006.
- Turban, E., D. Leidner, E. McLean and J. Wetherbe Information Technology for Management: Transforming Organizations in the Digital Economy (Hoboken, NJ:Wiley, c.2008) sixth edition [ISBN 9780471729].
- Van Bommel, J.H. & Musen M.A. Handbook of Medical Informatics, Springer, 1997.

➤ **MARKETING**

Key text

- Bain, Fill, Page (2008) Marketing OUP – NEW with online content (ISBN: 978-0-19-929043-7)

Secondary texts

- Kotler, P, Armstrong, G, (2006) Principles of Marketing. Prentice Hall (11th Edition) - key text all editions are relevant for marketing concepts
- Jobber (2007), Principles and Practices of Marketing 5th Ed McGraw Hill
- Bassington, Pettit 4th Ed Principles of Marketing, Prentice Hall
- Palmer, A (2004) Introduction to Marketing Oxford University Press
- Randall, G (2001) Principles of Marketing. Routledge (2nd Edition)
- Lovelock, C, Wirtz, J Services Marketing (6th Edition) Pearson Prentice Hall
- Mullins, Walker, Boyd, Marketing Management, (6th Edition) McGraw-Hill
- Keller, K Strategic Brand Management (3rd Edition) Pearson
- Kapferer, J The New Strategic Brand management (4th Edition) Kogan Page
- Palmer, A Principles of Service marketing (5th Edition) McGraw Hill

➤ ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

Key texts

- McShane, Steven & Von Glinow, Mary Ann. Organizational Behaviour, McGraw Hill
- Huczynski, Andrzej A. & Buchanan, David A. Organizational Behaviour, Prentice Hall

Additional texts

- Walshe, K. & Smith, J. Healthcare Management, McGraw Hill
- Fulmer (2003) "Are the 100 Best Better"
- Goleman (1998) "What makes a leader"
- Shamian-Ellen & Leatt (2002) "Emotional Intelligence- how well we know ourselves and how we relate to others"
- Herzberg, F. (2003) "One more time: How do you motivate employees?" Harvard Business Review, 81(1): 87-96.
- Pfeffer (1998) "Six dangerous myths about pay" Harvard Business Review.
- Katzenbach & Smith: "The discipline of teams"
- Case: Ideo Product Development (HBS, 2000)
- Blanchard, K.H., & Hersey, P. (1996) "Great ideas revisited: Life-cycle theory of leadership", Training & Development, 50(1): 42-47.
- Cialdini, R., (2001) "Harnessing the science of persuasion", Harvard Business Review, 79(9): 72-79.
- Chatman, J. & Cha, S. (2003) "Leading by leveraging culture", California Management Review, 45(4): 20-34.
- Erickson, T.J., & Gratton, L. (2007) "What it means to work here", Harvard Business Review, 85(3): 104-112.

➤ **MANAGING CHANGE AND INNOVATION IN HEALTHCARE**

Key texts

- Darzi A (2008) *High Quality Care For All: NHS Next Stage Review. Final Report*. London, Dept of Health.
- Ferlie E et al (2005) The nonspread of innovations: the mediating role of professionals, *Academy of Management Journal*, 48, pp117-134.
- Fleuren M et al (2004) Determinants of innovation within healthcare organizations: Literature review and Delphi study, *International Journal of Quality Health Care*, 16, pp107-23.
- Greenhalgh T et al (2004) Diffusion of innovations in service organizations: systematic Review and Recommendations, *The Milbank Quarterly*, 82, pp581-629.
- Rye C and Kimberly J (2007) The adoption of innovations by provider organisations in healthcare, *Medical Care Research Review*, 64, pp235-278.

➤ CONTEMPORARY TOPICS IN HEALTHCARE

Contemporary issue 1: Performance measurement: concepts and issues

- Smith, P. Mossialos, M., Leatherman, S. and Papanicolas, I. (eds), *Performance measurement for health system improvement: experiences, challenges and prospects*, 2009, Cambridge: Cambridge University Press.

Contemporary issue 2: Making greater use of market mechanisms

- Burgess S and Ratto, M (2003) The Role of Incentives in the Public Sector: Issues and Evidence. *Oxford review of Economic Policy* 19, 2, 285-300.
- Smith, P. Mossialos, M., Leatherman, S. and Papanicolas, I. (eds), *Performance measurement for health system improvement: experiences, challenges and prospects*, 2009, Cambridge: Cambridge University Press.
- Propper, C, Wilson, D and Burgess, S Extending Choice in English Healthcare: The implications of the economic evidence (with S Burgess and D Wilson) *Journal of Social Policy* 35, 4, 537-557. (2006)
- Burgess, S, Propper, C and Wilson, D (2005) Will more choice improve outcomes in education and healthcare? CMPO, University of Bristol. <http://www.bris.ac.uk/Depts/CMPO/choice.pdf>
- Gaynor, M “What Do We Know About Competition and Quality in Health Care Markets?” *Foundations and Trends in Microeconomics*, December 2006, 2, 6. (<http://www.nowpublishers.com/product.aspx?product=MIC&doi=0700000024>)

Contemporary issue 3: Valuing health and welfare

- Dolan P, The measurement of health-related quality of life for use in resource allocation decisions in healthcare, *Handbook of Health Economics*, Culyer AJ and Newhouse J (ed), North Holland, 1723-1760, 2000.
- Drummond MF, O'Brien B, Stoddart GL and Torrance GW, (Chapters 2 & 3) Methods for the economic evaluation of healthcare programmes, *Oxford Medical Publications*, 1998.
- Dolan P and Kahneman D, Interpretations of utility and their implications for the valuation of health, *Economic Journal.*, 118 (525), 215–234, 2008.
- Wilson, T. Gilbert, D. Affective forecasting. *Advances in Experimental Social Psychology*, 35, p345-411, 2003.
- Dolan P, Peasgood T, and White M. Do we really know what makes us happy? A review of the economic literature on the factors associated with subjective well-being, *Journal of Economic Psychology* 29, 94–122, 2008.
- Van Praag, B. and Baarsma, B. (2005) Using happiness surveys to value intangibles: the case of airport noise. *Economic Journal*, 115, 224-246.
- Dolan P, Shaw R, Tsuchiya A and Williams A, 2005, QALY maximisation and people's preferences: A methodological review of the literature, *Health Economics*. 14, 2, 197-208
- Williams A, 1997, Intergenerational equity: an exploration of the 'fair innings' argument, *Health Economics*, 6, 117-132.

Contemporary Issue 4: Biopharma

- Schweitzer, SO. *Pharmaceutical Economics and Policy*. Oxford University Press, 2007. New York.

➤ **ENTREPRENEURSHIP**

Key texts

- Jeffrey A. Timmons and Stephen Spinelli, *New Venture Creation* 7th edn. (McGraw-Hill, 2006).
- John W. Mullins, *The New Business Road Test* 2nd edn. (FT Prentice Hall, 2006).