

CUD Digital Repository

The full text of this work is not available in the CUD Digital Repository due to publisher restrictions. It can be accessed only through the publisher's website.

Title (Conference Paper)	Innovative Marketing in the Health Industry
Author(s)	Jiwani, Zahra Ladha Poulin, Marc
Conference Proceedings	<i>Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy. Springer Proceedings in Business and Economics</i>
Citation	Jiwani, Z.L. & Poulin, M. (2017). Innovative Marketing in the Health Industry. In R. Benlamri & M. Sparer (Eds.) <i>Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy. Springer Proceedings in Business and Economics</i> (pp. 303 - 315). Springer, Cham. https://doi.org/10.1007/978-3-319-43434-6_25
Link to Publisher Website	https://doi.org/10.1007/978-3-319-43434-6_25
Link to CUD Digital Repository	https://repository.cud.ac.ae/items/c29d1d79-ba55-4700-a67a-d6d15fdef29c
Date added to CUD Digital Repository	April 22, 2022
Copyright	© 2017, Springer International Publishing Switzerland.