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Patientenvertrauen in Krankenhäuser: Eine qualitative Analyse zur Bedeutung, Bildung und unterschiedlichen Vertrauensebenen (Applied Marketing Science / Angewandte Marketingforschung) (German Edition)

Vanessa Haselhoff

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Vanessa Haselhoff untersucht die Rolle und die Bildung von Vertrauen im System Krankenhaus. Sie analysiert Einzelinterviews mit Patienten und leitet ab, wie sich Vertrauen bildet und wie sich verschiedene Vertrauensebenen beeinflussen. Die interdisziplinäre Betrachtung des Phänomens Vertrauen ermöglicht die Ableitung von Implikationen für das Krankenhausmanagement.

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