



# **Alcoholism Treatment Marketing: Beyond T.V. Ads and Speeches**

*Donald Self*

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The annual economic burden of alcohol abuse in the United States is staggering, yet the alcoholism treatment industry has been historically plagued by governmental regulations, moral crusades, advocacy of specific treatment approaches, and a lack of marketing knowledge. Here is the first focused set of research on the marketing of alcoholism treatment services. The authors of this much-needed volume--reputable marketing and research scholars--greatly expand the current base of knowledge concerning the alcohol treatment marketing subdiscipline, including the referral system analyses of market potentials for providers, promotional effort consultation for new providers, and the evolving nature of medical services distribution systems. Through in-depth interviews with treatment providers, referral sources, and former clients of treatment facilities, and in major reviews of literature on the subject, Alcoholism Treatment Marketing presents primary research and general research findings to provide practical marketing implications.

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