



# Personalmanagement im Krankenhaus (Health Care Management 3) (German Edition)

*Heinz Naegler*

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Es wird immer schwieriger, qualifizierte und motivierte Mitarbeiter in ausreichender Zahl zu gewinnen und dauerhaft zu binden. Bewerber haben klare Erwartungen an ihren Arbeitgeber, den sie mittlerweile aus der Vielzahl der personalsuchenden Kliniken auswählen können. Die Forderungen nach Vereinbarkeit von Familie und Beruf, der Wandel in der Altersstruktur der Belegschaften, steigende Anforderungen an Qualifikation, Motivation und Effizienz sowie soziale und gesundheitliche Vorsorge am Arbeitsplatz sind weitere vitale Herausforderungen für das Personalmanagement im Krankenhaus.

Das bereits in 3. Auflage erscheinende Standardwerk trägt den neuen Bedingungen Rechnung: Das Werk ist komplett aktualisiert und um neue Schwerpunkte, zusätzliche Kapitel und aktuelle Themen ergänzt.

Neu in der 3. Auflage:

- Arbeitsfähigkeit und längeres Arbeitsleben
- Personalmanagement im Kontext von Gesundheitsförderung und Nachhaltigkeit
- Vereinbarkeit von Familie und Beruf
- Praxisexkurse von Experten aus Gesundheit und anderen Branchen zu Themen wie Personalakquise im Ausland, Führung und Mitarbeiterzufriedenheit, optimale Personalauswahl, neue Berufsbilder, Arbeitsplatzattraktivität

Mit Beiträgen von:

Nicole Bachor, Elimar Brandt, Christoph Bräutigam, Michaela Evans, Dorothea Galuska, Lutz Hammerschlag, Kerstin Henry, Lars Herrmann, Josef Hilbert, Jana Jelenski, Irene Kloimüller, Hagen Kühn, Eva Müller-Dannecker, Viktor Oubaid, Fikret Öz, Regina Schäfer, Werner Schmidt, Linn Susebeek

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