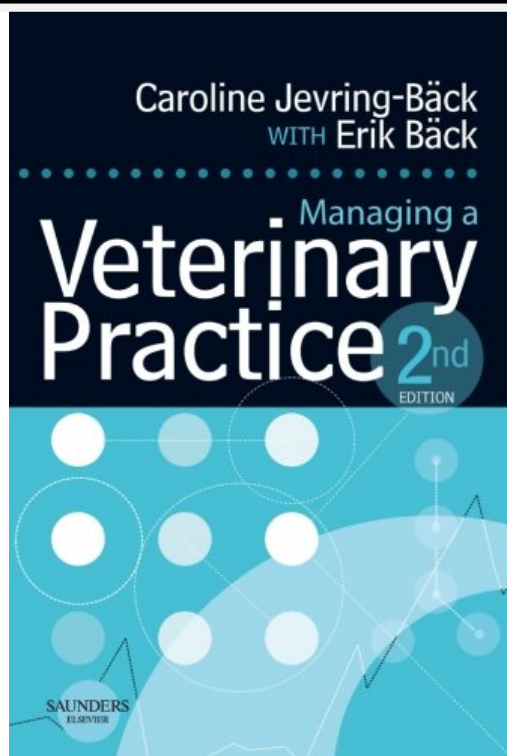

PDF Managing a Veterinary Practice - Online



Book detail

- Title : PDF Managing a Veterinary Practice - Online
- isbn : 0702028207



Book Synopsis

Interest in management as a specialist subject for veterinarians and those owning and running veterinary practices has developed considerably over the last decade; and is reflected in the second edition of "Managing a Veterinary Practice". Good management is essential to the success of every veterinary practice. As small businesses in a competitive marketplace, the successful practices will be those that are able to respond quickly and effectively to the ever-changing needs and expectations of their clients. Responding quickly and effectively to change in this manner requires a deep understanding of and ability to work from classic business principles. This internationally appealing edition has been largely rewritten and contains new, updated information on leadership, the role of a manager, basic financial management, marketing, communication within the practice, and how to achieve good client compliance, as well as much sound practical advice from the author. Aimed at practice owners and managers, and those with a vested interest in understanding business management in veterinary practice, the book explains the core principles involved in running a business. Big Business concepts are explained in practical and applied terms to fulfil small business needs using examples from a wide variety of sources, including internationally recognized business management experts such as Peter Drucker, David Maister, Stephen Covey and Michael Gerber.

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