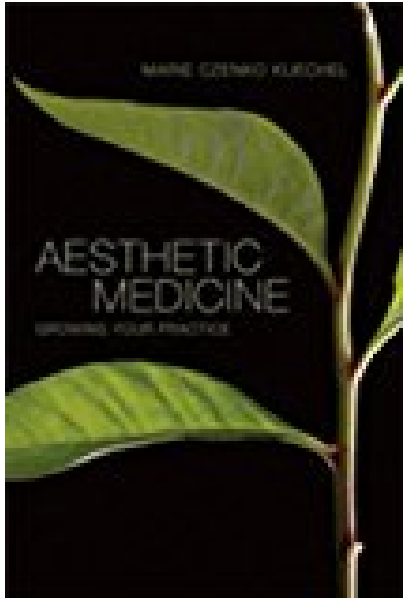


Aesthetic Medicine Growing Your Practice



BOOK DETAILS

- Author : Marie Czenko Kuechel
- Pages : 507 Pages
- Publisher : CRC Press
- Language : English
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BOOK SYNOPSIS

The practice of medicine is big business—unique in its blend of medicine, service, and retail sales. In today's competitive aesthetic market, providers of services must master the basic elements of running a business as well as develop a sound business model, respond to the challenges of a clinical practice, and meet their goals for building a thriving practice with satisfied, loyal patients. Whether you are starting an aesthetic practice or expanding your existing practice, you will find Marie Czenko Kuechel's book to be an indispensable resource that you refer to time and again! Marie Czenko Kuechel is the founder and president of Czenko Kuechel Consulting, Ltd., a firm providing consulting services to the industry and practitioners of aesthetic medicine. She has served the specialties and board-certified providers of plastic surgery and dermatology in patient education, media, and practice development since 1992.

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