



Management Basics for Veterinarians

Lowell Ackerman

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At one time, it was almost anathema for veterinarians to accept profit and the art of practicing medicine as being part of the same mission. However, the two are inextricably linked. It is only possible to practice exceptional state-of-the-art veterinary medicine if there are sufficient revenues to fund continuing education, the purchase of needed equipment, and the adequate remuneration of hard-working staff. This book takes the mystery out of running a veterinary practice that is well organized, well managed, and that provides exceptional value to its clientele. Running a successful veterinary practice involves so much more than just the practice of medicine. To keep clients happy, staff motivated, and the quality of medicine practiced at an exceptional level, you need to have the right tools at your disposal. This book includes information on the management skills that are imperative in practice today!

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