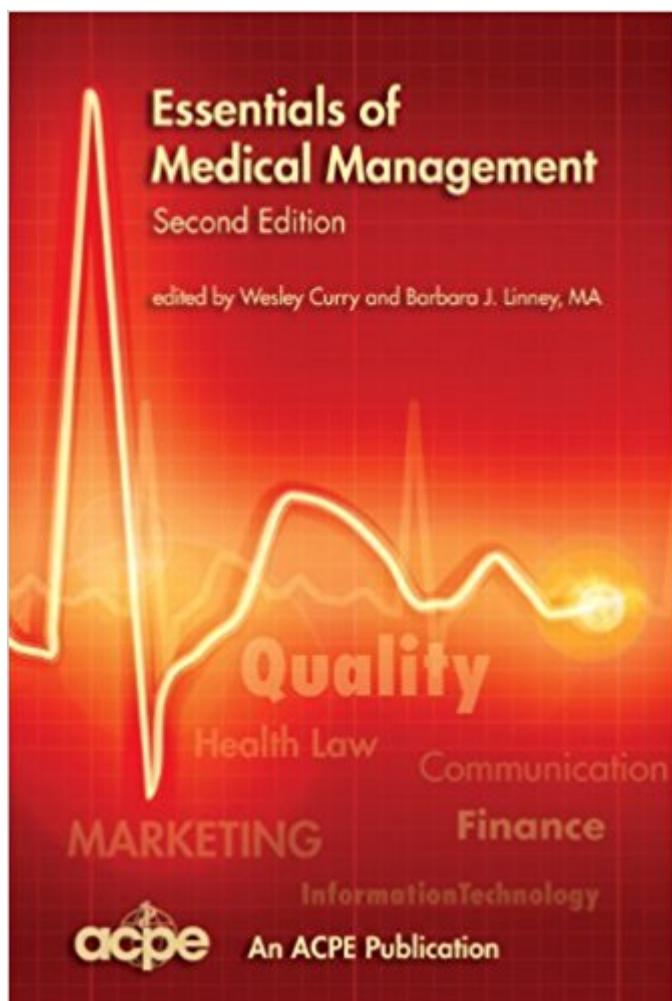


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Essentials Of Medical Management, 2nd Edition



Synopsis

Packed with 15 chapters of sound advice on everything from marketing strategies, health care quality and medical errors to health law, finance and conflict management, *Essentials of Medical Management* , 2nd edition should have a prime spot on every physician executive's bookshelf. Updated chapters on "To Err is Human" • Institute of Medicine Report Revisited and "Health Law Overview" will keep you current. Written by nationally known physician executives, health care futurists and management experts from across the country, this book is a valuable reference for both new and experienced physician executives working in all aspects of health care. Beginning with an eye-opening chapter on the experiences of a long-time physician executive, the book covers every key skill needed for a successful career as a physician leader.

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