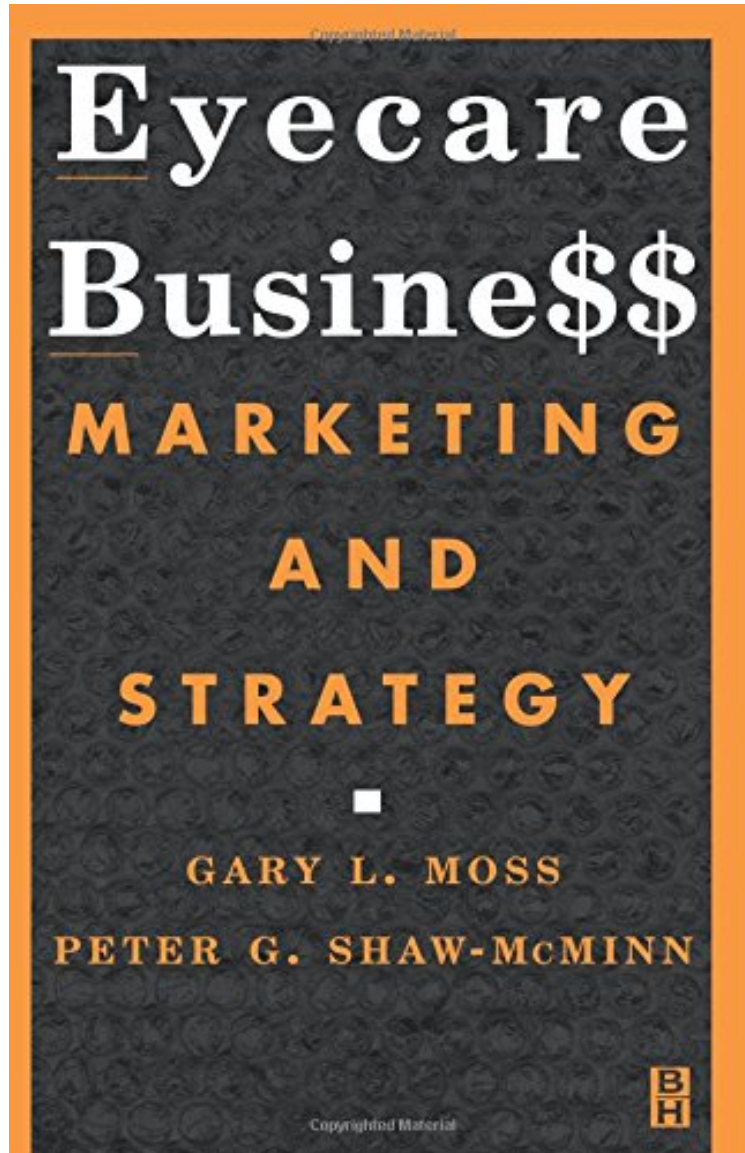


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Eyecare Business: Marketing and Strategy will help you gain a competitive edge in the changing world of eyecare. Covers the basics of marketing, finance, strategy development, management, communication, and technology. Self-assessment exams serve as educational tools. Short teaching cases, clinical examples, and exercises help you adapt theory and concepts to your own practice. Action plans at the end of each chapter help jump-start the development of your own eyecare marketing program.

"This is a book to study, explore, reread and, most importantly, help you learn each day on the frontline of patient care and health care business. It is the first substantive text, steeped in the science of today's MBA programs, which serves the sophisticated information needs of today's eyecare business clinician. This work is rich with solid referencing, crisply written narratives, and real-life examples. Simply put, Drs. Moss and Shaw-McMinn have delivered the new standard bearer for excellence in eyecare practice management." - From the Foreword by Barry J Barresi, OD PhD Vice President for Clinical Care and Services; Professor of Health Policy, New England College of Optometry, Boston, USA

From the Publisher This is the first book for eyecare professionals that is written from a business management perspective, taking business concepts and applying them to eyecare practice. The knowledge of business principles presented will help make you able to gain a competitive edge in the changing world of health care.

About the Author Gary L. Moss OD, MBA, FAAO, is Associate Professor, Vision Science and Public Health, New England College of Optometry, Boston; Adjunct Instructor, Emmanuel College, Boston; Peter G. Shaw-McMinn, OD, is Clinic Director, Sun City Vision Center, California