

American Dietetic Association Guide To Private Practice: An Introduction To Starting Your Own Business

By Ann Selkowitz Litt, Faye Berger Mitchell



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Addresses the pros and cons of private practice Provides practical information from experienced authors Includes self-evaluation forms, case studies and success stories Offers guidelines to create realistic business plans Analyzes the complete scope of a marketing plan Contains strategies to use new technology -Internet, billing programs, etc Examines up-to-date statistics reflecting trends in private practice specialties



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Sales Rank: #835241 in BooksBrand: Brand: Amer Dietetic Assn

Published on: 2004-10Original language: English

• Number of items: 1

• Dimensions: 11.25" h x 8.75" w x .50" l, 1.32 pounds

• Binding: Paperback

• 231 pages

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