

Optometric Practice Management 2e



BOOK DETAILS

- Author : Irving Bennett OD FAAO
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BOOK SYNOPSIS

The face of optometric business has changed so very much that good business practices are more a need and more an asset than ever before. Managed care plans, discount programs, networking, over-the-counter and mail-order products: formidable challenges to a practitioner who wants success in independent practice. This book is written to help doctors of optometry regardless of their mode of practice, to become better practitioners - economically better and socially better.

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