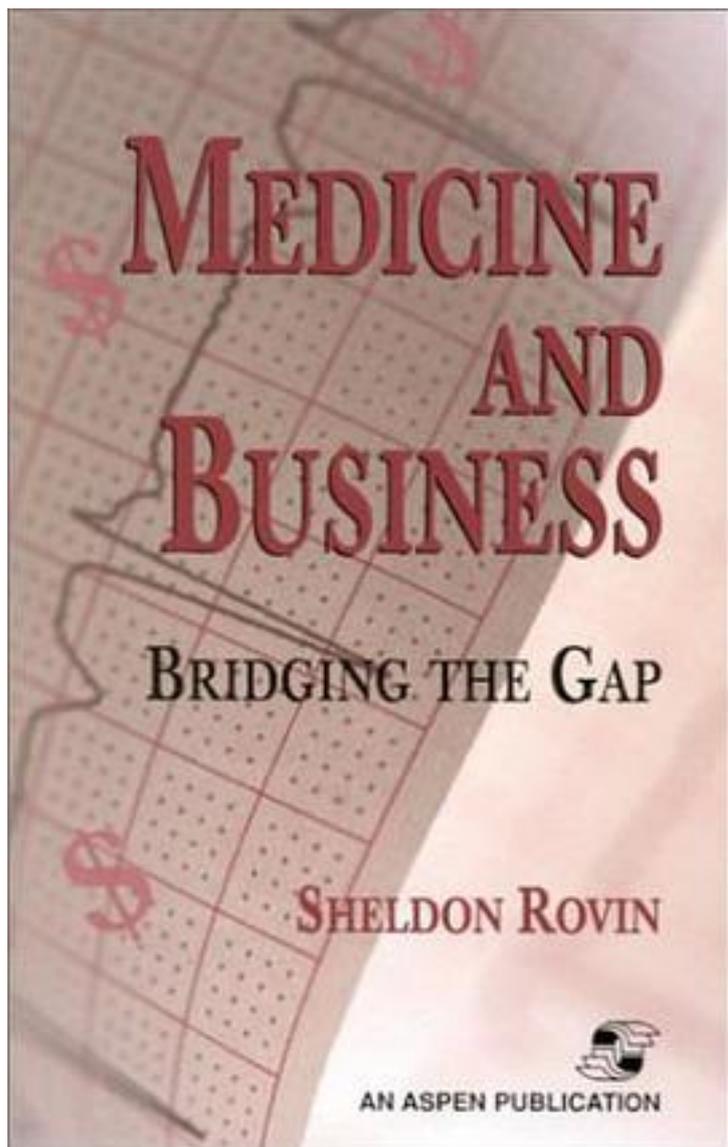


Medicine and Business



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出版者:Jones & Bartlett Pub

出版时间:2000-7

装帧:HRD

isbn:9780834216129

With an emphasis on practical knowledge and implementation, *Medicine and Business: Bridging the Gap*, helps physicians make sound business and managerial decisions amid today's health care reality of unbalance, complexity, and unending change. This text is written from a business management perspective - instead of a medical practice management viewpoint - to give physicians the knowledge, vocabulary, and tools they need to work with business, finance, and managed care plan professionals with greater understanding and confidence.

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