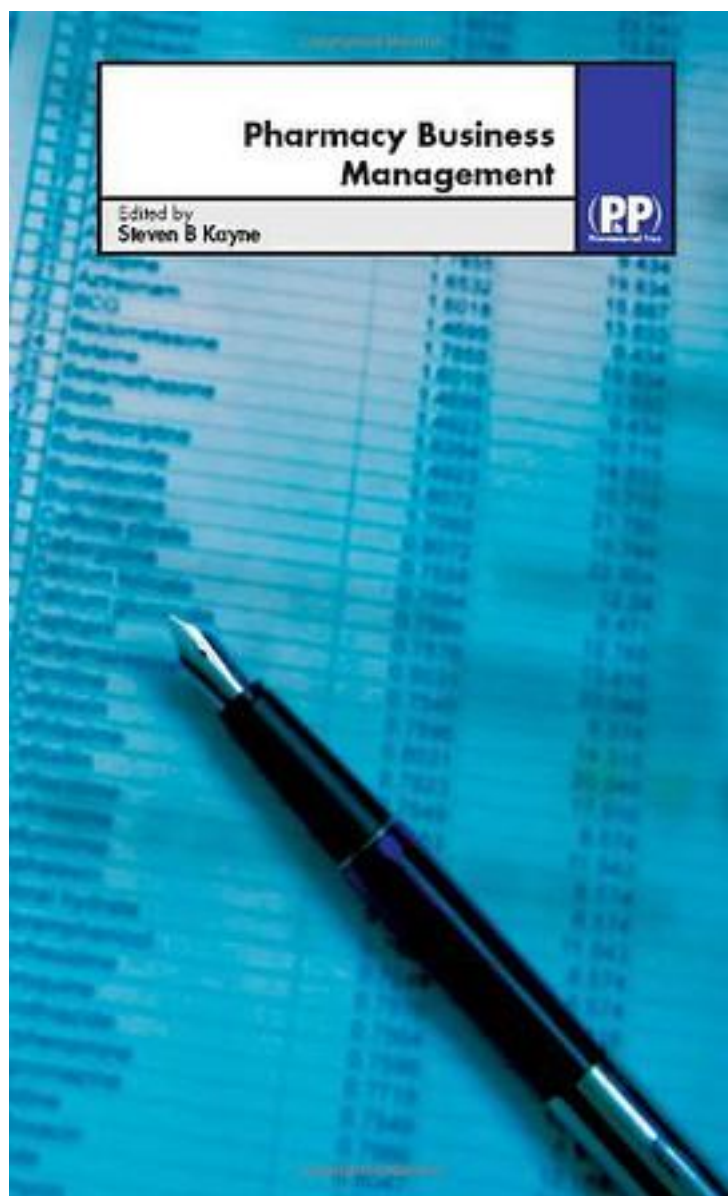


Pharmacy Business Management



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著者:Kayne, Steven B. 编

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Although pharmacy students and pharmacists receive considerable training and guidance on pharmacy practice, relatively little published information is available on business management specifically relevant to pharmacy. This new text provides a comprehensive introduction to the fundamentals of business management, and will help guide both potential and practising pharmacists, pharmacy owners, branch managers and students through the many pitfalls of running a successful pharmacy. A series of case studies serves to illustrate how material may be applied in practice.

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