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# Management for the Eyecare Practitioner, 2e

*Irving Bennett OD FAAO*

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Management for the Eyecare Practitioner covers the practical, business aspects of running a successful eye care practice, such as third party billing, evaluating the practice for sale or partnership, patient recall, and hiring and training staff.\* Dr. Bennett is a recognized expert on practice management \* Addresses the problems of the day-to-day practice and suggests realistic and proven advice drawn from Dr Bennett's 40 years of experience as a practicing optometrist and consultant \* Explains how to promote necessary business and marketing skills without detracting from your professional image