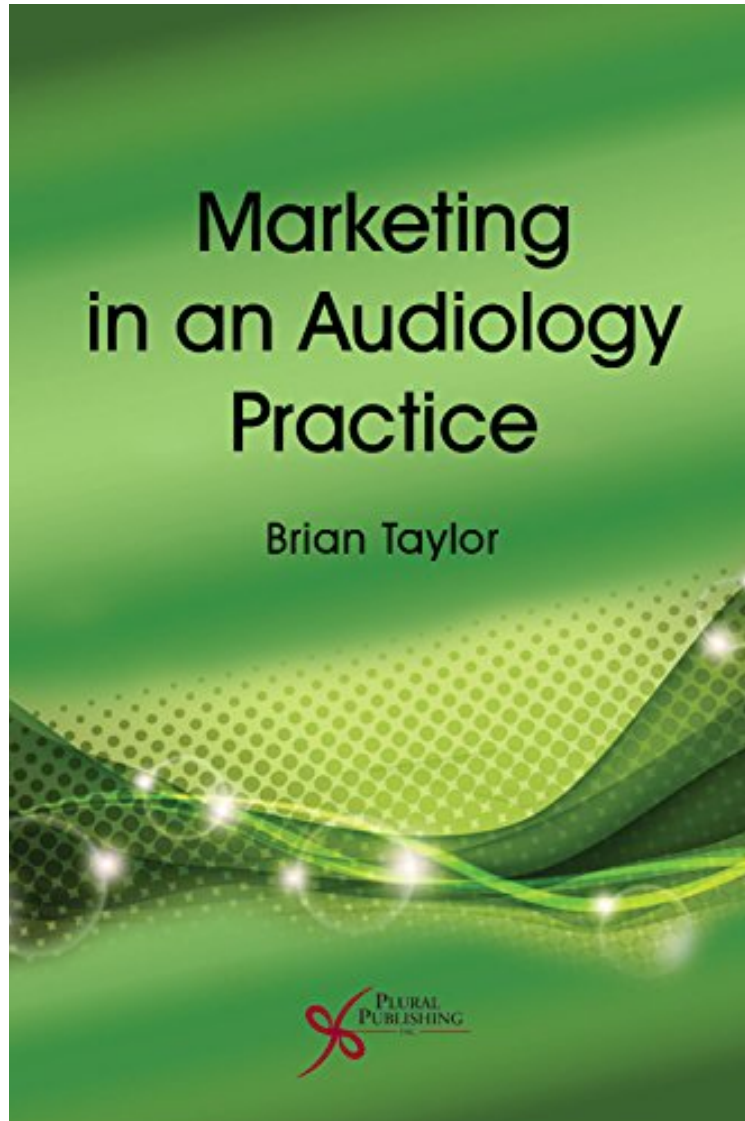


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Marketing in an Audiology Practice provides a unique, in-depth look into all facets of marketing for an audiology business and is a must-have for audiologists looking to market themselves and grow their business. This practical text strives to further the autonomy of the audiology profession by presenting an A to Z approach for creating and

implementing marketing plans and budgets in both for-profit and not-for-profit settings. Additionally, a key focus of this text is how to incorporate new and emerging social media tools as part of a comprehensive marketing strategy to appeal to a broader patient base.