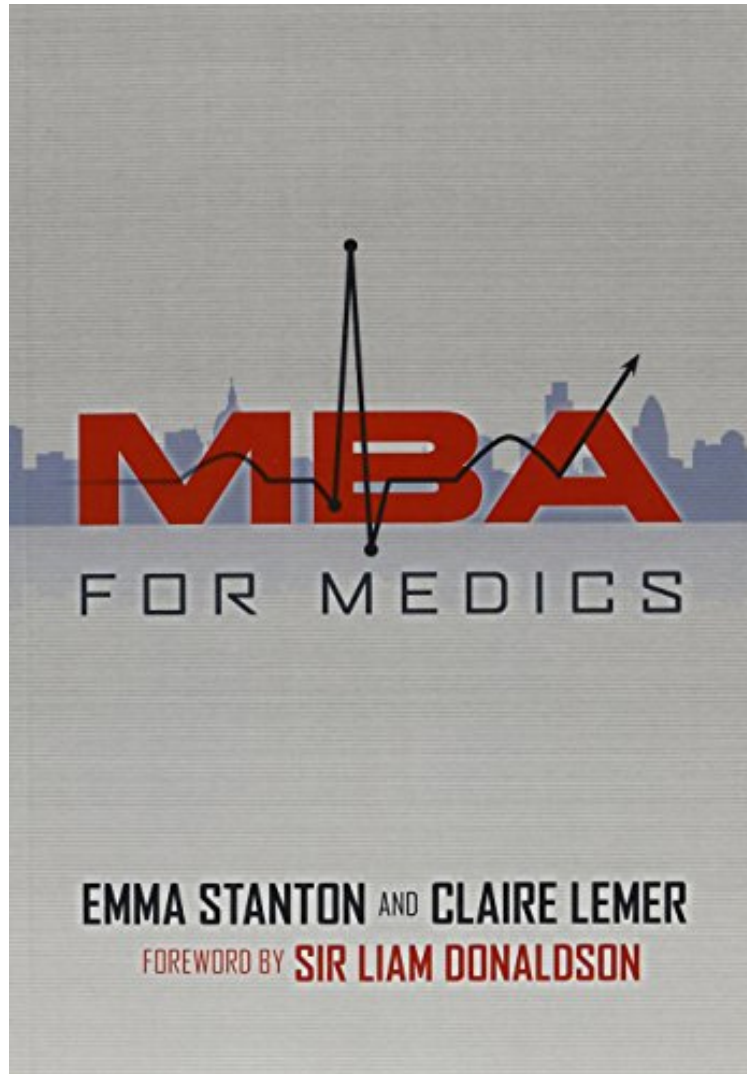


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## MBA for Medics

*Emma Stanton, Claire Lemer*

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or for more letters after their name, but for the prize of better, safer healthcare for patients.' - From the Foreword by Sir Liam Donaldson This book encourages medics preparing for management roles to think about management and business as applied to healthcare, providing key insights on the skills involved and information for those who decide to study for an MBA. It informs health professionals on how they can improve the quality of healthcare through an understanding of business and management, including key areas such as understanding and managing accounts, marketing, and influencing and managing change. Healthcare professionals undertaking - or considering undertaking - MBAs or related management qualifications such as leadership fellowships will find this invaluable reading, as will consultants who are increasingly expected to be aware of and manage budgets for services. Undergraduate and practising doctors researching the options and roles available in medical management will also find this a vital source of information.

'A really brilliant and very useful contribution to the new set of references around medical leadership and engagement.'  
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