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| 1. Record Nr. | UNIORUON00317496 |
| Autore | Mancini, Augusto |
| Titolo | Storia di Lucca / Augusto Mancini ; introduzione di Furio Possenti |
| Pubbl/distr/stampa | Lucca, : M. Pacini Fazzi, 1986 |
| Descrizione fisica | XV, 371 p., 52 p. di tav. ; 22 cm. |
| Disciplina | 945.455 3 |
| Soggetti | LUCCA - Storia |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910160311903321 |
| Autore | Pendleton DC & MPH Kelley S. |
| Titolo | Community Connections! Relationship Marketing for Healthcare Professionals |
| Pubbl/distr/stampa | Sage Books, LLC |
| ISBN | 1-62517-560-4 |
| Descrizione fisica | 1 online resource (122 p.) |
| Soggetti | Relationship marketing Community leadership |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Sommario/riassunto | Whether you're a chiropractor, medical doctor, massage therapist, veterinarian, acupuncturist, or any other provider of a healing art, you've undergone intensive training and developed valuable skills. However, traditional healthcare curricula may not address the critical areas of business, finance and marketing. Proficiency in these skills - |

especially marketing - can help your practice succeed and allow you to genuinely connect with your communities. Written by a healthcare professional for healthcare professionals, Community Connections is the first in a series of books designed to bridge the gap between what you're taught in school and how to market a practice in the real world. Using this collection of easy and affordable marketing ideas, any independent healthcare provider can forge a strong and genuine connection with potential clients, regardless of any previous marketing experience. This guide is all about building the unique relationship between a healthcare provider and the local community, while respecting the specific professional and legal issues inherent in that relationship. Whether you're a veteran in the healthcare industry or just getting started, Community Connections contains the valuable advice and practical marketing ideas you need--from the reasons most healthcare practices don't "market," to gaining a deeper understanding of yourself and your community at large. Discover how implementing easy and affordable marketing activities can expand the success of your healthcare practice.
