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Nota di contenuto	Contents; Introduction; Contributors; 1. Developing aStrategy and Brand for Your Practice: Pillar-of-Community Marketing; 2. Using Marketing to Shape People's Attitudes to Hearing Care; 3. A Practical Guide to a Marketing Strategy and Plan; 4. Marketing in a Modern Practice: A Real-World Perspective; 5. Disease State Marketing and Interventional Audiology; 6. Social Media and Digital Marketing; 7. Marketing University and Other Nonprofit Audiology Clinics; Index
Sommario/riassunto	Provides a unique, in-depth look into all facets of marketing and branding for an audiology practice. This is a must-have for professionals looking to market themselves and grow the long-term sustainability of an audiology or hearing instrument dispensing practice.