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	Autore	Marelli, Piero
	Titolo	Paola : versi in dialetto brianzolo / Piero Marelli ; prefazione di Franco Brevini
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	Altri autori (Persone)	Brevini, Franco
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2.	Record Nr.	UNINA9910627285503321
	Autore	Coates Catherine R.
	Titolo	Veterinary practice management. / / Catherine R. Coates ; with contributions from Alan Jones and Michael W. Coates
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	ISBN	1-78064-117-6
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""Contents""; ""Preface""; ""Introduction: The Context of Veterinary Practice""; ""Section 1: The Practice-Client Relationship (1): Marketing Veterinary Services""; ""1 The Characteristics of Services""; ""2 Building the Practice-Client Relationship""; ""3 The Practice Communication Mix""; ""4 The 7 Ps of Marketing Services""; ""5 The Costs and Benefits of Marketing""; ""Section 2: The Practice-Client Relationship (2): Selecting and Keeping the Right Staff""; ""6 Recruiting and Selecting Staff""; ""7 Induction, Staff Training and Development""; ""8 Performance Appraisal""; ""9 Motivation""; ""10 Leadership and Management - Do You Have What it Takes?""; ""Section 3: Working Efficiently and Effectively: Internal Processes and Procedures""; ""11 Practice Protocols and Procedures""; ""12 Principles of Health and Safety""; ""13 Managing Health and Safety in a Clinical Environment""; ""14 Effective Stock Management""; ""15 Managing Computer Systems""; ""Section 4: Financial Management - A Matter for the Accountant?""; ""16 Profitability""; ""17 The Profit and Loss Account""; ""18 The Balance Sheet""; ""19 Accounting Ratios and Financial Performance Indicators""; ""20 Pricing Products and Services""; ""Section 5: Practice Growth and Development""; ""21 Planning""; ""22 Preparing a Business Plan""; ""23 Evaluating Capital Investments""; ""24 Managing Projects""; ""Section 6: Forms, Templates and Checklists""; ""Appraisal Meeting Checklist""; ""Appraisal Process Checklist""; ""Job Description Template""; ""Job Vacancy Shortlisting Record and Guidance Notes""; ""Person Specification Template""; ""Staff Induction Timetable""; ""Template for Developing New Protocols and Procedures""; ""Appendices""; ""Appendix 1 Computer Terminology Explained""; ""Appendix 2 Acceptable User Policy: Mobile and Landline Phones, E-mail and Internet""; ""Appendix 3 Answers to Accounting Questions""; ""Index""; ""A""; ""B""; ""C""; ""E""; ""F""; ""H""; ""I""; ""J""; ""K""; ""L""; ""M""; ""N""; ""P""; ""R""; ""S""; ""T""; ""V""; ""W""

## Sommario/riassunto

Veterinarians are increasingly aware of the need to recognise they are working in a business enterprise. From operating as small practices twenty years ago, veterinary businesses are now run along sophisticated models and operate out of multi-million pound hospitals. Drawing together the latest information on practice management, this textbook provides practical and straightforward coverage of major elements, including client relationships and staff management, business and financial procedures, computer systems and project management. This book covers practice management topics as taught in v