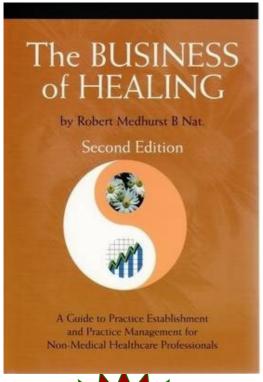
The Business of Healing



MEDHURST Robert





Name

Now in its second edition, this book has been written by a naturopath who has operated several successful clinical practices, has tertiary qualifications in management and has lectured on this subject around Australia since 1996. The First edition of *The Business of Healing* has become widely regarded as the best book of its type in Australia and has been the set text for this subject in most institutions teaching non-medical healthcare since 2003.

The book covers the requirements for setting up and operating a successful non-medical healthcare practice. This second edition includes 9 new chapters and 101 new pages of updated and revised material. It provides information on everything from selecting your clinic location and getting started in business, through to exit and succession planning, from the authors own personal experience, and that of some of Australia's most successful practitioners

This book is essential reading for anyone contemplating setting up a non-medical healthcare practice, or those who have a desire to increase the effectiveness of an existing practice

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