

# MARKETING STRATEGIES

FOR PHYSICIANS

A GUIDE TO  
PRACTICE  
GROWTH



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# Marketing Strategies For Physicians A Guide To Practice Growth

**Joacim Rocklöv**



## **Marketing Strategies For Physicians A Guide To Practice Growth:**

**Marketing Strategies for Physicians** Stephen Walter Brown, Andrew P. Morley, 1986      **The Art of Aesthetic Surgery** Foad Nahai, M.D., 2015-05-05

Seldom does a book achieve status as a classic in its first edition but *The Art of Aesthetic Surgery* by Foad Nahai has been hailed as a masterpiece since its inception. Reviews have been universally laudatory and residents and experienced practitioners alike have embraced this work as the ultimate resource on all things aesthetic. Now this landmark work has been totally revised and updated with over 40 new chapters, many with new authors, and every chapter has been revised to reflect the latest trends, techniques, and information. This three-volume set also includes seven DVDs with 24 operative videos. Comprehensive Coverage: 93 chapters in three volumes cover the full range of cosmetic medical treatments and aesthetic operations. Topics include: Hair transplantation and brow lift, Eyelid surgery, Laser resurfacing and chemical peels, Tissue fillers and fat grafting, Rhytidectomy and face and neck lift, Facial implants, Rhinoplasty and ptosis, Lip rejuvenation, Breast augmentation, reduction and mastopexy, Surgical noninvasive and minimally invasive body contouring, Liposuction. To address the modern physician's need for business acumen as well as surgical skill, three chapters focus on practice management, ranging from practice model options, staff and financial management, marketing and communications, and legal issues. World Renowned Authors: Dr. Foad Nahai is an acknowledged leader in aesthetic surgery. He has personally written a third of the chapters for this three-volume work. His contributors, representing the who's who of aesthetic surgery, provide detailed accounts of their techniques for the different operations as well as the planning process so crucial to producing excellent results. Help with Decision Making: Of particular note are the clinical decision-making chapters authored by Dr. Nahai. This invaluable insight provides readers with a unique overview of the various options for each problem along with his preferred solutions. Complete with algorithms and case studies, this problem-solving feature offers the expert guidance necessary to sort through options, understand their advantages and limitations, and make the best choice for each patient. Necessary Anatomy: Key chapters introducing each major anatomic region or topic area focus on applied anatomy and provide essential information that the surgeon needs to know to execute these surgical maneuvers safely and effectively. Reliable Format: This new edition maintains the same features that made the previous edition so popular, including beautiful medical illustrations, large type for readability, and a consistent comprehensive approach. The semi-atlas format features the applicable images located next to legend text for enhanced clarity.

[Aesthetic Plastic Surgery E-Book](#) Sherrell J. Aston, Douglas S. Steinbrech, Jennifer L. Walden, 2012-10-14

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contributors representing the who s who of aesthetic surgery provide detailed accounts of their techniques for the different operations as well as the planning process so crucial to producing excellent results Help with Decision Making Of particular note are the clinical decision making chapters authored by Dr Nahai This invaluable insight provides readers with a unique overview of the various options for each problem along with his preferred solutions Complete with algorithms and case studies this problem solving feature offers the expert guidance necessary to sort through options understand their advantages and limitations and make the best choice for each patient Necessary Anatomy Key chapters introducing each major anatomic region or topic area focus on applied anatomy and provide essential information that the surgeon needs to know to execute these surgical maneuvers safely and effectively Reliable Format This new edition maintains the same features that made the previous edition so popular including beautiful medical illustrations large type for readability and a consistent comprehensive approach The semi atlas format features the applicable images located next to legend text for enhanced clarity

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