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Applying MBA Knowledge and Skills to Healthcare (1st New edition)

By Reza Nassab, Vaikunthan Rajaratnam, Michael Loh

Radcliffe Publishing Ltd. Paperback. Book Condition: new. BRAND NEW, Applying MBA Knowledge and Skills to Healthcare (1st New edition), Reza Nassab, Vaikunthan Rajaratnam, Michael Loh, Clinicians increasingly need a firm grasp of the fundamental principles of business management, finance and related subjects. Even so, business disciplines are still rarely taught during medical training, while busy practices and complicated accounting tasks mean that gaining business acumen 'on the job' is impractical for many. As a result, increasing numbers of clinicians learn the skills they need by taking an MBA (Masters in Business Administration). While an MBA may be the answer for some, the formidable costs and time commitment it demands leave many busy practitioners seeking more accessible options. This book provides a readable, tightly organised alternative - a primer on MBA principles and their practical application. Twelve compact, carefully structured modules cover the entire gamut of a business education, from basic finance and accounting principles, to strategic management methods and leadership theories. Unlike some similar texts, this book is designed to be light in tone, easy to read and digest, and thoroughly practical. Busy clinicians, academic surgeons, administrative physicians and other healthcare professionals will find this an invaluable resource in understanding...



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