



Strategic Planning for the Chiropractic Practice

By Michael R. Wiles

Jones and Bartlett Publishers, Inc, United States, 2007.
 Paperback. Book Condition: New. Chiropractic ed.. 231 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Today s chiropractors are practicing in a very difficult and competitive environment. They need to seriously plan and execute their practices the same way that successful business enterprises do. Many fail, not because they are poor clinicians, but simply because their practices are not founded on a personal vision and based on a realistic action plan. Strategic Planning for the Chiropractic Practice takes the reader from the development of a vision statement, through a mission statement, goals, objectives and operational plans and a specific execution plan.



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