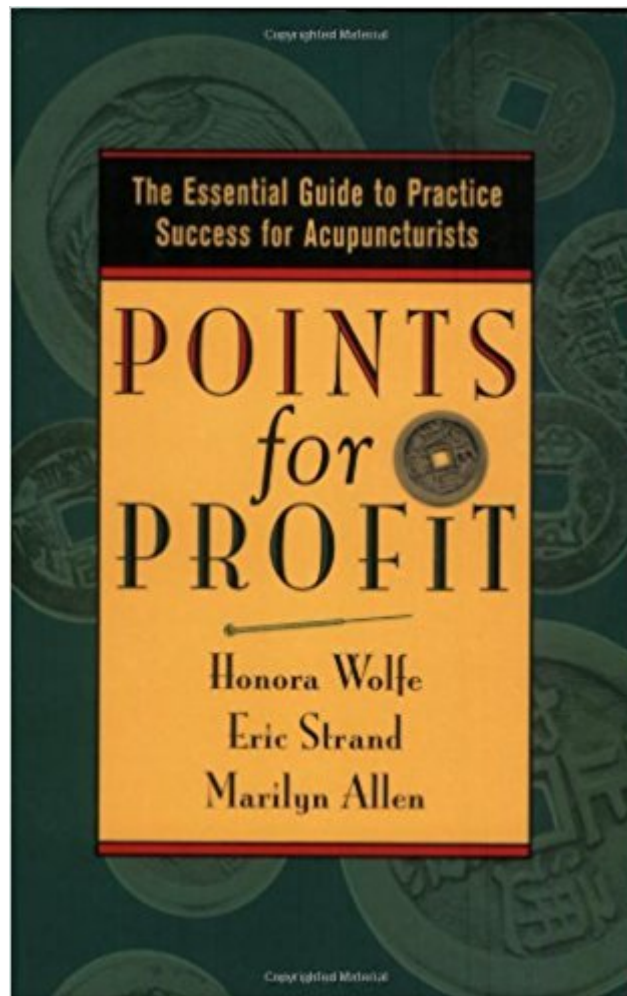




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Points For Profit: The Essential Guide To Practice Success For Acupuncturists



Synopsis

If you are starting a practice for the first time or your existing practice needs a kick-start, this is the book/website package you need. It covers everything you need to know about the business of practicing acupuncture and Chinese medicine. Used by over 25 schools as a required text. The companion website alone is worth the price. This book and website include: * Advice and stories from real practitioners all over North America * Scores of pages of down-loadable forms, letters, work-sheets, and templates on the website so you don't have to invent them yourself * Condensed "points to ponder" at the end of each chapter * Hundreds of resources, websites, and tips to make your professional life easy * Many effective marketing ideas

Book Information

Paperback: 412 pages

Publisher: Blue Poppy Press; 3rd edition (February 1, 2004)

Language: English

ISBN-10: 189184525X

ISBN-13: 978-1891845253

Product Dimensions: 6 x 1.1 x 9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 14 customer reviews

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Customer Reviews

How I wish this book had been published when I was graduating from acupuncture school! -- Cara Frank, China Herbs News
I cannot think of any practitioner who wouldn't pick up momentum from the dedication and integrity of the authors. -- New Mexico Acupuncture Association Newsletter
Reviewed by Dr. Janice Ledgerwood, DOM
Years of experience and knowledge are condensed here. A real gem! --Stuart Watts, New Mexico Acupuncture Board, December, 2004

The three authors are, in order, a marketing specialist, a successful practitioner, and an acupuncture practice management teacher with special knowledge of the insurance industry. Between them, they have over 40 years of experience in the business of acupuncture.

I'm am graduating acupuncture school and this book really helps lay out the process of starting a practice and making sure you are taking the right steps to be successful in this field. It has helped clear my head and quiet some of the anxiety that I've been feeling about building the business of acupuncture. I would recommend it to anyone graduating acupuncture school and especially people considering ENTERING school in the first place. This should be required reading for admission to school so you know what you are getting into!

This book is great for any acupuncturist who are new to business. It will give you enough to start and you can dig more into from there. Overall worth the money to jump start your business.

very practical information for things to do and to consider when opening a clinic.

Excellent information would buy again and recommend to everyone.

This was required for school, but it does have a few handy features. It has a cd that has sample files in it that you can base your files off of, but it was a very basic sort of file. If you are knowledgeable in this are you could probably do better (ie an accountant, or the likes). But for the average acupuncturist, it's a good starting point.

Excellent book for those of us starting out in the Acupuncture business!

good

Good

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