



Pharmacy Business Management

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Although pharmacy students and pharmacists receive considerable training and guidance on pharmacy practice, relatively little published information is available on business management specifically relevant to pharmacy. This new text provides a comprehensive introduction to the fundamentals of business management, and will help guide both potential and practising pharmacists, pharmacy owners, branch managers and students through the many pitfalls of running a successful pharmacy. A series of case studies serves to illustrate how material may be applied in practice.

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Editorial Review

From the Back Cover

Many pharmacy graduates will eventually be involved in the management of community pharmacies. Pharmacists in other business environments also need financial and marketing skills. However, few pharmacy students and pharmacists receive training about management, and relatively little is published on business management that is specifically relevant to pharmacy. This book redresses the balance. Pharmacy Business Management provides a comprehensive introduction to the fundamentals of business management. Written by experts in the field, this book provides theoretical and practical information, explaining the financial, legal and marketing aspects. Throughout the text, case studies illustrate how this information may be applied in practice. This book will help guide both potential and practising pharmacists, pharmacy owners, branch managers and students through the many pitfalls of running a successful pharmacy. It will also be of interest to managers working in hospitals and the pharmaceutical industry. Steven B Kayne is an independent consultant pharmacist and a visiting lecturer at the School of Pharmacy, University of Strathclyde, Glasgow, UK

Users Review

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Daryl Thurmond:

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