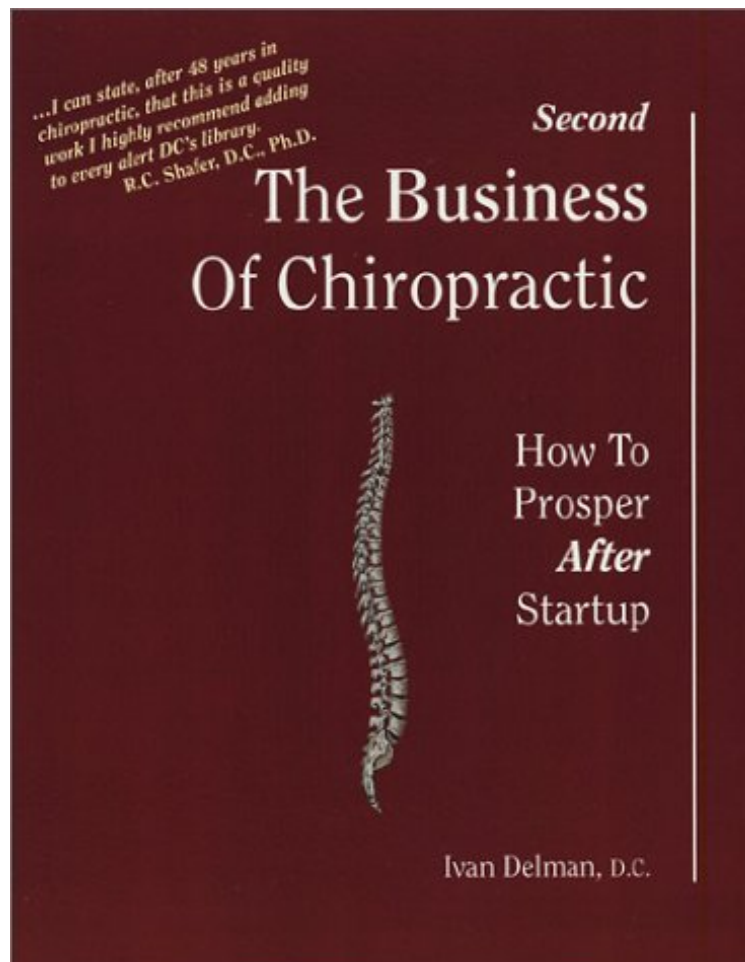


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2 of 2 people found the following review helpful. Dr. Ivan Delman has outdone himself once again! By A Customer This book deserves a prominent spot on every doctor's bookcase! The second edition of Dr. Ivan Delman's practice management "bible" is especially useful for doctors of chiropractic, but the solution-oriented business and marketing advice would apply to almost any small business, especially those in the health-care field. Dr. Delman never disappoints. He has outdone himself once again, with this edition of "The Business of Chiropractic: How to Prosper After Startup." The book is filled with specific practice management problems and solutions, with lots of hands-on information. It's useful for the new doctor, and can help experienced doctors take their businesses to the next level. Dr. Delman's easy-to-read prose; vivid, real-life examples; and a touch of humor keep you turning the pages to find out what comes next. Some of the highlights of the book include: how to identify the four functions of any successful clinic; how to develop as a manager; how to use a marketing guide to determine your market viability; how to manage cash flow through the use of statistics and trends; and much more. This book is an excellent read all the way through, and I have a feeling many doctors will find themselves referring back to it again and again.

At last! Discover the management secrets for building a profitable practice. To stay competitive in this current health care marketplace, the modern chiropractor must know how to use the proven business principles essential for successful practice management. Without this knowledge, managing your practice could be a nightmare.

Dr Delman has done what seemed impossible--he has actually improved upon his earlier work. -- Robert Dubin, D.C., President, California Chiropractic Association (2000-2002) February 25, 2002 Dr Delman has done what seemed impossible. He has actually improved upon his earlier work. -- Robert L. Dubin, D.C., President California Chiropractic Association (2000-2002), February 21, 2002 Every page sparked new ideas for me on how to proceed with developing my practice. What a great reference! -- Sharone Rosen, D.C., New Practitioner. I have found this book to be indispensable to the business side of my practice. I highly recommend this book. -- Richard Rogovin, D.C. Valrico, Florida, April 22, 2002 It's no wonder an increasing number of Chiropractic Colleges are using this text in their practice management classes. -- Dr Tony Palermo, President/Founder, Get Back to Basics, March 1, 2002 It's no wonder that an increasing number of chiropractic colleges are using this text in their management classes. -- Dr Tony Palermo, President and Founder, Get Back to Basics, March 1, 2002 This new edition presents all the latest thinking in practice management. A phenomenal book! -- Mark Sanna, CEO Breakthrough Coaching, February 27, 2002 This new, updated edition of a classic presents all the nuts and bolts of building a practice. A phenomenal book!. -- Mark Sanna, D.C., CEO Breakthrough Coaching, February 27, 2002 From the Author The purpose of this book is to provide a business reference that offers practising chiropractors ideas on how to more easily manage their offices. The subjects covered in the 26 chapters range from developing yourself as a manager, how to manage your cash flow to the use of low-cost marketing methods designed for a growing practice. It is written in straight-forward language for the busy chiropractor and is easily applied to your daily practice operations. About the Author Dr. Delman has degrees in both business and chiropractic. His experience includes 20 years in business management and another 20 years in an active chiropractic practice before retiring to travel and write.