

Contents

List of Figures, v

Acknowledgments, vii

PART I: INTRODUCTION TO MANAGEMENT

1. What You Need to Know About Management 3
2. What Does It Take to Be a Manager? 15
3. Strategic Planning 39

PART II: PERSONNEL AND HUMAN RESOURCES

4. Personnel Management 69
5. The Employment Cycle 101
6. Employment Laws 167

PART III: OPERATIONS AND MAINTENANCE

7. Reception and Front-Desk Procedures 199
8. Medical Records 247
9. Inventory Control and Management 291

PART IV: FINANCE AND ECONOMICS

10. Hospital Revenue and Financial Control 347
11. Accounting and Bookkeeping 405

PART V: MARKETING AND CLIENT RELATIONS

12. The Human–Companion Animal Bond 455
13. Marketing Your Veterinary Practice 477

Glossary, 521

References, 542

Additional Resources, 550

Index, 559

About the Author, 576