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## Your Secret Weapon: The New Ultimate Marketing Plan for Cosmetic Plastic Surgeons

By Victor Urbina

Urbina Media Group, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Is your cosmetic practice burning you out? Do you feel like you re working harder and harder every year just to make the same amount, or possible less, than you did just 2-3 years ago? Are you tired of not having any time to spend with your family or to travel because you re always working? Do you fear that you might have to go into group practice and give up your independence in order to survive the onslaught of new competition? If you answered yes any of these questions then this book could become Your Secret Weapon for surviving and thriving in these challenging economic times. Cosmetic plastic surgeons are artist in every sense of the word. They take a patient who is unhappy with their appearance or body and transform them into a beautiful butterfly. But who helps the struggling physician transform his or her practice? This book will teach you the easy tried and true marketing tactics a practice needs and that they don t teach in medical school. Furthermore it helps a...

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