



Veterinary Business and Enterprise - Elsevier E-Book on VitalSource (Retail Access Card): Theoretical Foundations and Practical Cases, 1e

Colette Henry, The Right Honourable The Lord Ballyedmond OBE

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1. PRINT (PoD): Book comprising an edited collection of case studies illustrating key challenges in veterinary businessmanagement - the "RVC Case Series" (with the possibility of being branded 'in association with Norbrook Laboratories') . **The cases are based on real veterinary businesses within the broader veterinary sector both nationally and internationally. Each case within the book would be around 4,000 - 5,000 words in length, authored by a leading veterinary or business academic and supported by web-based comprehensive teaching and learning notes. Cases submitted from ALL UK vet schools and from selected European and US examples. The cases will be peer reviewed and edited by Professor Colette Henry at the Royal Veterinary College (RVC). Each case to platform a particular theme or group of themes relevant to the effective and practical management of a veterinary/veterinary-related business.**

A second section comprises an edited research monograph platforming key veterinary business/management topics -written by leading academics in veterinary, business and management disciplines from a range of universities and colleges, this section comprises empirically and conceptually based research contributions that discuss contemporary issues in the field of veterinary business management.

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