



# GUIA PRÁTICO: PLANO DE MARKETING PARA CLÍNICAS E CONSULTÓRIOS (Portuguese Edition)

*Rubens Coelho*

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O planejamento é algo imprescindível para qualquer negócio. Na saúde, vale a mesma regra. Por isso é tão importante que este profissional tenha em mente o quão importante é elaborar um plano de marketing. Como veremos neste livro do autor Rubens Coelho, este não precisa ser um documento extenso. O plano de marketing deve ser abrangente o suficiente para que o médico saiba onde o seu negócio está e onde ele pode chegar.

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