Pharmacy Management, Leadership, Marketing, and Finance

Second Edition

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In November 2011, the first edition of *Pharmacy Management, Leadership, Marketing, and Finance* received the Medical Book Award, Healthcare Professionals Category, from the American Medical Writers Association. We credit this award to our outstanding team of authors, reviewers, and assistants, who worked tirelessly to deliver a quality text and learning program.

While countless volumes about leadership and management have been published, many of these works are written specifically for the business professional and then applied to other industries or professions. We, as pharmacists and student pharmacists, have limited profession-specific works on these subjects available to us. Thus, the Second Edition of this text, with updated content and enhanced features, is designed to prepare the next generation of pharmacists. Such preparation requires an integration of knowledge, skills, attitudes, and values that can be acquired and considered through multiple methods and learning environments.

The second edition of *Pharmacy Management, Leadership, Marketing, and Finance* contains several new chapters, including “Quality Improvement,” “The Basics of Managing Risk,” “Insurance Fundamentals,” “Integrating Pharmacoeconomic Principles and Pharmacy Management,” and “Developing and Evaluating Clinical Pharmacy Services.” All chapters from the previous edition have been updated, and each contains new features.

As in the First Edition, each chapter is written in a concise and reader-friendly style that facilitates an in-depth level of understanding of essential leadership and management concepts. Although this book is intended to be read in its entirety, as many chapters build on one another, many readers will also find the text useful as a reference tool. All chapters were written and reviewed by academic pharmacy faculty, practicing pharmacy managers and leaders, human resources professionals, and/or attorneys to incorporate both theory and real-world experiences and to ensure quality.

The learning features used in *Pharmacy Management, Leadership, Marketing, and Finance* were designed in collaboration with educational design specialists to enhance learning and retention. These features include the following elements:

- **Structured learning objectives**: Listed at the beginning of each chapter, these statements help guide learning.
- **Key concepts**: Designed to help focus learning, the key concepts are also listed at the beginning of each chapter. The textual material that develops these concepts is easily identified by circle-shaped numbered icons (1) throughout the chapter.
- **Case Scenarios**: Found at the end of each chapter, the case scenarios facilitate critical-thinking skills and lend relevance to the principles provided.
- **Up-to-date literature citations**: A comprehensive reference list for each chapter is provided to substantiate materials.
- **Management Challenges**: Provided within each chapter, these challenges describe a contemporary management dilemma that requires the application of concepts learned in the chapter.
- **Generous use of tables and figures**: These visual features enhance understanding of leadership and management principles.
- **Glossary terms**: The glossary is located at the end of this text; the first use of each glossary term in a chapter appears in bold font.
- **Self-assessment questions and answers for each chapter**: Visit the companion website at go.jblearning.com/pharmacymanagement2CWS for interactive study tools and other resources. These questions are designed not only to evaluate student learning but also to actively engage students in the learning process.

The companion website provides self-assessment questions with the ability to grade the answers and provide immediate feedback as well as reporting capabilities, an interactive glossary, crossword puzzles, flashcards, links to supplementary web-based materials including videos and links featuring world-renowned experts on various
topics addressed in the text, and other features and activities designed to support learning. In addition, it provides lesson plans, PowerPoint Presentations, a sample syllabus, and other downloadable materials exclusively for instructors.

This text and the companion website should be used as tools to facilitate your management and leadership training. The first two chapters, “Management Essentials for Pharmacists” and “Leadership Essentials for Pharmacists,” are designed to provide a basic overview of management and leadership and serve as the introduction for this text. The chapters that follow build on the conceptual foundation provided by these two introductory chapters and focus on real-world application of management and leadership principles, concepts, and practices in pharmacy-related environments. Collectively, the chapters in this text and the companion website for instructors and students provide a complete and enriched learning experience.

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