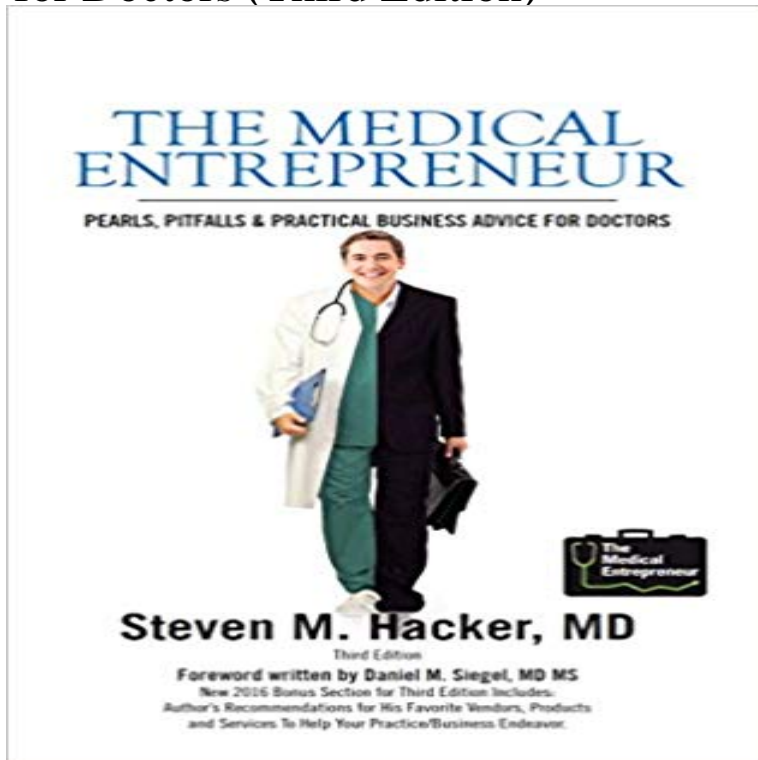


The Medical Entrepreneur: Pearls, Pitfalls and Practical Business Advice for Doctors (Third Edition)



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the office, how to protect your estate, liability issues, marketing and public relations, design of the medical office and more. Also written for the physician entrepreneur, the book explains how to raise capital, term sheets, understanding venture capital, board of directors, incorporation election issues, how to understand financials, balance sheets, negotiations, hiring the management team, how to take an idea and turn it into an operating business, how to protect your intellectual property, copyrights, trademarks, patents, customer acquisition and how to deal with a business when things go wrong. The book covers much more and includes expert stat consults or opinions from corporate attorneys, intellectual property attorneys, board certified health care attorneys and estate attorneys.

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