



# The Art of Aesthetic Practice: How to Profit from the Cosmetic Boom

*Stephen Mulholland MD, Mark J. Tager MD*

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Directed primarily toward physicians across all specialties, everyone in the practice will find a bevy of helpful tools and techniques to improve performance at each step of the way. The Art of Aesthetic Practice is the first and only comprehensive program for tracking the all important Conversion Cascade. This entails the six critical steps to creating lifetime patients who actively recruit friends and family members to your services. This is the aesthetic book about the business of your business. If you follow Mulholland and Tager's system, you will make more money. You'll also enrich your life as well as the lives of your staff and patients.

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