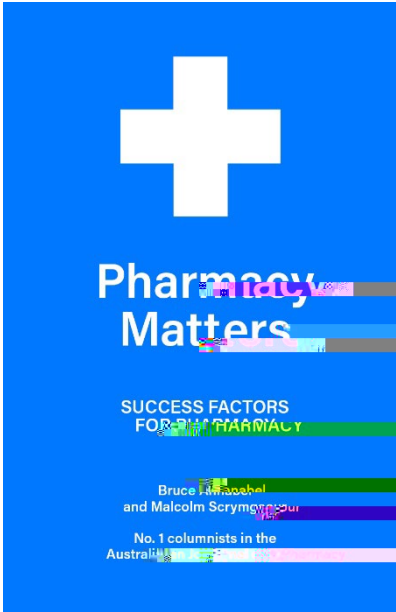


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Pharmacy Matters: Success Factors for Pharmacy

By Bruce Annabel and Malcolm Scrymgeour

With constantly changing economics, the business of pharmacy seems to just keep getting harder. Pharmacy Matters: Success Factors for Pharmacy shares insights, examples, and ideas on how to manage a pharmacy business that will guide your thinking and decision making. Filled with trademark humour and straight talking, Pharmacy Matters will help you improve pharmacy performance.

Develop the right business model, provide the right leadership, manage margin, lead in a crisis, and discover what levers you can use to improve your pharmacy performance.

model, leadership, margin, and crisis management.

Their writings continue to set the agenda for many aspects of community pharmacy practice.

About the authors:

Bruce Annabel is well known in the Australian pharmacy industry and widely regarded as a doyen of business metrics, strategies and driving pharmacy success.

Mal Scrymgeour is a merchandise and retail executive and recognised as an inspirational and highly effective leader of people.

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