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MANAGEMENT AND MARKETING IN PHARMACY

PART I

MANAGEMENT IN PHARMACY

TEXTS OF LECTURES

UKRAINIAN MINISTRY OF PUBLIC HEALTH
NATIONAL UNIVERSITY OF PHARMACY



Z. N. Mnushko, I. V. Sofronova, I. V. Pestun

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Reviewed by: *Kabachnaya A. V.*, doctor of pharmaceutical science, professor of department of management and economy in family medicine of Kharkiv Medicine Academy of Postgraduate Education; *Jirova I. V.*, candidate of pharmaceutical science, docent of organization and economy in pharmacy department of National University of Pharmacy

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General principles of management and peculiarities of administrating and entrepreneurship in pharmaceutical branch, communication activity, office work, the nature of leadership and power, personnel management, labor law in the countries with advanced market economy, criteria of effective work of pharmaceutical organizations have been presented.

For foreign students of pharmaceutical higher educational establishments.

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