

Business Mastery, 3rd Edition

by Cherie Sohnen-Moe

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In the latest update of her book *Business Mastery*, Cherie Sohnen-Moe presents an exquisitely simple, follow-the-dots version of an entire business course. She takes you through the process of self-discovery, business envisioning, and on through the creation and management of your venture. This book is written for anyone in the allied health field who wants to set up a professional health care practice.

Presented in a conversational tone, it is like sitting with a friend who will share with you her wisdom, telling you stories of her own or others' successes. She then asks the right questions that direct you together the important data and walk through the steps to implement your own dream.

In this third edition, Sohnen-Moe has kept everything from before, expanding on each section, particularly on marketing, and reorganizing them for an easier, more logical flow. In addition she has included new sections, on therapeutic communications and running a socially conscious business, to further enhance your business endeavors.

No matter what type of business you want to create, this book helps you start with your feet firmly planted in self-awareness and your dream well-thought-out and drawn in detail. *Business Mastery 3* takes you step-by-step and gives you a head start to success. Get it. Use it. Enjoy the journey to your dream.

Massage Magazine

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In Review

Books, Videos and Music

for Practitioners and Clients of Massage

Reviewed by Iris Burman