



Selling Veterinary Medicines (What You Should Know About...)

Veterinary Pharmacy Association

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This book is designed to provide a handy reference guide for persons dealing with owners of companion animals, small mammals and horses in a retail environment. It is important that sales staff help owners in a confident and efficient manner by selling an appropriate medicine or nutritional product or by suggesting a consultation with a veterinary surgeon. The opportunities for involvement in the veterinary sector have never been better: in the UK there are an estimated 17 million cats and dogs, more than a million rabbits and over half a million horses and ponies used for leisure purposes, while in Ireland the cat and dog populations have increased by 37% and 14% respectively in the last five years. The chapter authors include two lecturers from Harper Adams University and two practising veterinary pharmacists; together they offer a blend of background material and practical guidelines in a clear concise format. This is the first book in a series of veterinary resources produced by the Veterinary Pharmacy Association in conjunction with Riverclyde Books.

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