**1805 Q & A Workshop:** Difficult Situations in Practice Management

**Talk Title:** Marketing and Referral Development

### Additional Resources

#### Helpful Articles:

**Authentic Marketing for Your Medical Practice**  
Audrey McLaughlin  
[http://www.physicianspractice.com/blog/authentic-marketing-your-medical-practice](http://www.physicianspractice.com/blog/authentic-marketing-your-medical-practice)

**Marketing Your Medical Practice in the Digital (Social) Age**  
John Lynn  

**How to manage your online reputation as a physician in 5 steps**  
Ves Dimov  
[http://casesblog.blogspot.com/2011/12/how-to-manage-your-online-reputation-as.html](http://casesblog.blogspot.com/2011/12/how-to-manage-your-online-reputation-as.html)

### My “Go-To” Book for Medical Marketing:

**Marketing Your Clinical Practice: Ethically, Effectively, Economically**  
Neil Baum, Gretchen Henkel  