

# Massage: A Career At Your Fingertips - Martin Ashley

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How to open and market a massage practice, retain clients, and handle the financial and legal aspects of the business are just a few of the topics covered in this comprehensive guide to a career in massage therapy. Addressing the practical day-to-day as well as the formal components of running a business, this guide provides candid, grounded advice from 50 massage practitioners. Beginning with an overview of the profession, this handbook offers a thorough orientation to the business with specific advice on ethics, professional associations, governmental regulations, licensing laws and zoning requirements, insurance coverage, and sources for equipment and training. How to professionally handle clients who seek sexual massage or are survivors of abuse, the challenges unique to male massage professionals, and the politics of massage are also addressed. Author: Ashley, Martin Publisher: Enterprise Publishing  
Illustration: N Language: ENG Title: Massage: A Career at Your Fingertips Pages: 00300 (Encrypted EPUB) / 00000 (Encrypted PDF) On Sale: 2005-09-28 SKU-13/ISBN: 9780964466258 Category: Business & Economics : Careers - General Category: Health & Fitness : Massage & Reflexotherapy

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