

*Book Review*  
*Business Mastery: Fourth Edition*  
*A Guide for Creating a Fulfilling, Thriving Business*  
*and Keeping it Successful!*

By Cherie Sohnen-Moe  
480 pages, 8.5 x 11, softcover.  
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Cherie Sohnen-Moe's long-standing resource book, *Business Mastery*, is now in a Fourth Edition. Like the precious editions of the book, it is specifically written for wellness therapists and offers practical tools and tips. This text was one of the first few published resources about the business aspects of managing a private practice in massage and other wellness approaches. The book provides approaches for creating a professional, safe, and enduring practice and the new edition keeps up with the latest research dealing with a number of pertinent issues like increasing career longevity, dealing with difficult clients, and attracting first clients.

For those who have recently started a Rosen business, you will find this book to be a valuable and provocative resource in terms of business development materials. Sohnen-Moe delivers key information to assist the reader to develop enough business savvy to succeed. It includes an array of topics from therapeutic communications, Internal Revenue issues, compensation, using the internet, negotiations, and marketing among other topics. Others in a mid-career practice will find items to reflect on business practices that are effective in your own practice, and those that might be improved.

The user-friendly style and layout of the 16 chapters is enhanced by icons and margins that provide quick tips and suggestions. Additional practitioner resources are available through a link and the index is set up to allow the reader to find specific items rapidly. The chapters build upon each other and include numerous illustrations, charts, checklists, and samples to enhance clarity.

As a testimony to the usefulness of this book, it is a required text in over 1,300 massage schools internationally. Ms. Sohnen-Moe writes with the savvy of a massage professional and teacher who has built a 30 year career of working with individuals to establish successful businesses, which lends her text a level of authentic wisdom and genuine practicality.