



Auflage: 1st Edition 2003
Seiten: 160
Abbildungen: 45
Einband: Hardcover
ISBN: 978-1-85097-058-3
Artikelnr.: 31071
Erschienen: Oktober 2002

Quintessenz Verlags-GmbH

📍 Ifenpfad 2-4
12107 Berlin
Deutschland

☎ +49 (0) 30 / 76180-5

📠 +49 (0) 30 / 76180-680

✉ info@quintessenz.de

🌐 <http://nginx/deu/de>

Buch-Information

Autoren: Raj Rattan / George Manolescu
Titel: The Business of Dentistry
Reihe: QuintEssentials of Dental Practice
Kurztext:

This book explores the interface between clinical dentistry and the management of a modern dental practice. It covers a range of business areas, including the principles of financial management and the use of financial ratios and indicators in relation to practice profitability. There will be an overview of modern marketing techniques including the concept of branding.

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- Chapter 1. What Business Are We In?
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Fachgebiet(e): Praxismanagement