



## Book information

**Authors:** Oliver Brendel  
**Title:** Die 5-Sterne-Praxis  
**Subtitle:** Erfolgsstrategien für den ambitionierten Zahnarzt  
**Short text:**

This book describes in detail the modern principles of successful practice management in a way that everyone can understand. Economic ratios and controlling mechanisms, marketing, personnel management, and self-coaching are just some of the topics to be considered in order to build and maintain a "5-Star Practice" in the long term. This book reveals the secrets of practice success and encourages development – economically and personally.

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