



Edition: 1st Edition 2003
pages: 160
Images: 45
Cover: Hardcover
ISBN: 978-1-85097-058-3
Stock No.: 31071
Published: October 2002

Quintessenz Verlags-GmbH

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Book information

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Title: The Business of Dentistry

Series: QuintEssentials of Dental Practice

Short text:

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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