



Auflage: 1st Edition 2003
Seiten:: 160
Abbildungen: 45
Einband: Hardcover
ISBN: 978-1-85097-058-3
Artikelnr.: 5141
Erschienen: Oktober 2002

Preis
Änderungen vorbehalten!

£2.00

Quintessence Publishing Company, Ltd.

 Grafton Road
KT3 3AB New Malden, Surrey
Vereinigtes Königreich von Großbritannien und
Nordirland

 +44 (0)20 8949 6087

 +44 (0)20 8336 1484

 info@quintpub.co.uk

 <http://nginx/gbr/en>

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.

Contents

Chapter 1. What Business Are We In?
Chapter 2. Success Factors
Chapter 3. Patient-centered Care
Chapter 4. Perception is Reality
Chapter 5. Marketing
Chapter 6. The Basic Principles of Finance
Chapter 7. Fee-setting
Chapter 8. Understanding Your Accounts
Chapter 9. Investment and Protections
Appendices
Index

Fachgebiet(e): Praxismanagement