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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 2. Success Factors
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- Chapter 4. Perception is Reality
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Fachgebiet(e): Praxismanagement

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

£2.00

Preis
Änderungen vorbehalten!

Quintessence Publishing Company, Ltd.

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