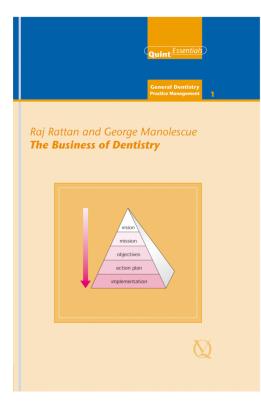
QUINTESSENCE PUBLISHING UNITED KINGDOM



Edition:	1st Edition 2003	
pages:	160	
Images:	45	
Cover:	Hardcover	
ISBN:	978-1-85097-058-3	
Stock No.:	5141	
Published:	October 2002	
		£2.00
Price		
Subject to changes!		

Quintessence Publishing Company, Ltd.

- Grafton Road
 KT3 3AB New Malden, Surrey
 United Kingdom
- +44 (0)20 8336 1484
- info@quintpub.co.uk
- http://nginx/gbr/en

Book information

Authors:	Raj Rattan / George Manolescue	
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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