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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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**Fachgebiet(e):** Praxismanagement

**Auflage:** 1st Edition 2003  
**Seiten::** 160  
**Abbildungen:** 45  
**Einband:** Hardcover  
**ISBN:** 978-1-85097-058-3  
**Artikelnr.:** BL039  
**Erschienen:** Oktober 2002

\$5.00

**Preis**  
Änderungen vorbehalten!

**Quintessence Publishing Company, Inc.**

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