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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

Preis \$10.00
Änderungen vorbehalten!

Quintessence Publishing Company, Inc.

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