

Book information

Authors: Raj Rattan / George Manolescuc

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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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

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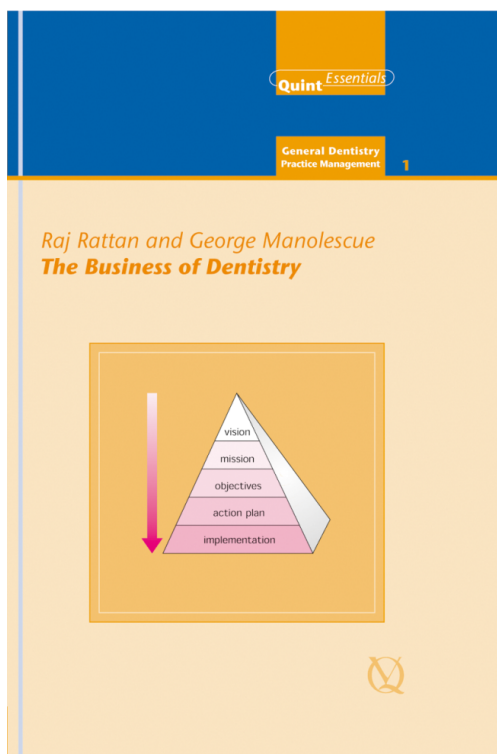
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