




Edition: 1st Edition 2018
pages: 152
Images: 14
Cover: Hardcover, 14,8 x 21 cm
ISBN: 978-3-86867-381-4
Published: May 2018

RRP: Information for distributors. This title is no longer price related.
Subject to changes!

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 <https://www.quintessence-publishing.com/anz/en>

Book information

Authors: Oliver Brendel
Title: Die 5-Sterne-Praxis
Subtitle: Erfolgsstrategien für den ambitionierten Zahnarzt
Short text:

This book describes in detail the modern principles of successful practice management in a way that everyone can understand. Economic ratios and controlling mechanisms, marketing, personnel management, and self-coaching are just some of the topics to be considered in order to build and maintain a "5-Star Practice" in the long term. This book reveals the secrets of practice success and encourages development – economically and personally.

Categories: Esthetic Dentistry, Practice Management, Student literature