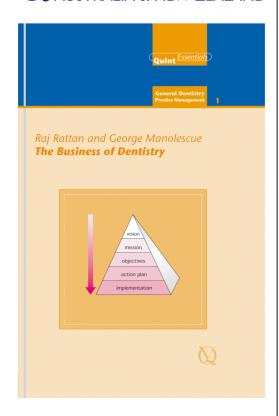
## QUINTESSENCE PUBLISHING AUSTRALIA & NEW ZEALAND



Edition: 1st Edition 2003

pages: 160 Images: 45

Cover: Hardcover

ISBN: 978-1-85097-058-3 Published: October 2002

## **QuintEd Pty Ltd**

- Suite 2/38 Albany St NSW 2065 St Leonards Australia
- **)** +61 434521025
- https://www.quintessence-publishing.com/anz/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.

## **Contents**

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

Chapter 7. Fee-setting

Chapter 8. Understanding Your Accounts

Chapter 9. Investment and Protections

Appendices

Index

Categories: Practice Management