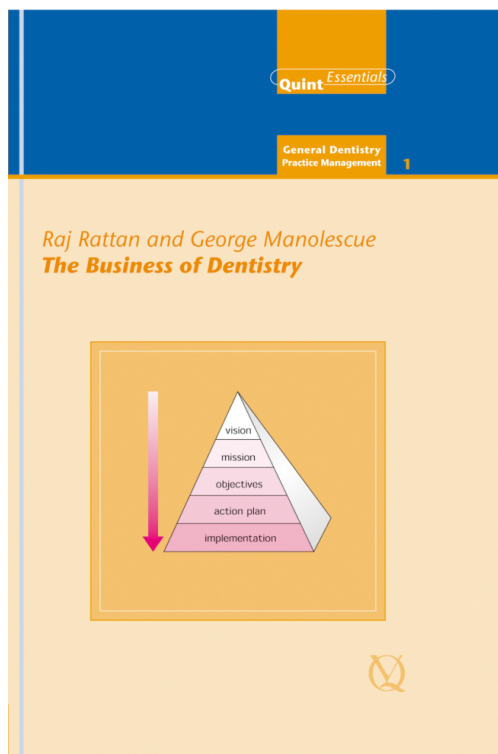


## Book information



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**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
- Chapter 7. Fee-setting
- Chapter 8. Understanding Your Accounts
- Chapter 9. Investment and Protections
- Appendices
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