



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

✉ admin@quinted.com.au

🌐 <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