



## Book information

**Authors:** Aynur Durali  
**Title:** Meine Zahnarztpraxis läuft  
**Subtitle:** Tipps und Tricks zur Gewinnsteigerung

**Short text:**

Dentists who run their own dental practices can quickly get lost in the jungle of ordinances and statutes and, in the stress of everyday life, will not make the most of their practice's possibilities. Many dentists in private practice lose money as a result. This book explains the potential for increasing profits both on the patient side and on the cash side and addresses the importance of employee motivation as well as customer retention and acquisition for the economic success of the dental practice. The author describes potential stumbling blocks in profit maximization and explains how practice owners can avoid losing fees, patients or employees. The book is a comprehensive guide for dentists with their own practice as well as start-ups.

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