



Edition: 1st Edition 2003  
 pages: 160  
 Images: 45  
 Cover: Hardcover  
 ISBN: 978-1-85097-058-3  
 Stock No.: 5141  
 Published: October 2002  
 Price £2.00  
 Subject to changes!

**Quintessence Publishing Company, Ltd.**

📍 Grafton Road  
 KT3 3AB New Malden, Surrey  
 United Kingdom  
 ☎ +44 (0)20 8949 6087  
 📠 +44 (0)20 8336 1484  
 ✉ info@quintpub.co.uk  
 🌐 <https://www.quintessence-publishing.com/gbr/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