



**Autoren:** Raj Rattan / George Manolescu  
**Titel:** The Business of Dentistry  
**Reihe:** QuintEssentials of Dental Practice  
**Kurztext:**

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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📍 Grafton Road  
KT3 3AB New Malden, Surrey  
Vereinigtes Königreich von Großbritannien und  
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☎ +44 (0)20 8949 6087

📠 +44 (0)20 8336 1484

✉ info@quintpub.co.uk

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