



Book information

Authors: Oliver Brendel
Title: Die 5-Sterne-Praxis
Subtitle: Erfolgsstrategien für den ambitionierten Zahnarzt
Short text:

This book describes in detail the modern principles of successful practice management in a way that everyone can understand. Economic ratios and controlling mechanisms, marketing, personnel management, and self-coaching are just some of the topics to be considered in order to build and maintain a "5-Star Practice" in the long term. This book reveals the secrets of practice success and encourages development – economically and personally.

Categories: Esthetic Dentistry, Practice Management, Student literature

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 Grafton Road
KT3 3AB New Malden, Surrey
United Kingdom

 +44 (0)20 8949 6087

 +44 (0)20 8336 1484

 info@quintpub.co.uk

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