



Edition: 1st Edition 2020  
pages: 768  
Images: 200  
Cover: Two-volume book, Hardcover, 21,7 x 29 cm, slip case  
ISBN: 978-84-89873-84-1  
Stock No.: 7661  
Published: January 2020  
Price £240.00  
Subject to changes!

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## Book information

**Authors:** Primitivo Roig

**Title:** Slow and Grow

#### Short text:

Today, there is much talk of being disruptive in life and business, of interrupting the status quo or of reinventing the rules. This two-volume book describes a different approach to dentistry by using the author's signature SLOW method to effectively GROW your practice and your enjoyment of the profession. The focus is on maintaining effective personal relationships in a world of marketing and digital communication, where it is often necessary to compete for the patient's attention. The book offers a vision of doing more with less, prioritizing quality, and enjoying the emotional bond with the patient as well as the dental team. It discusses methods to compete successfully in a global market and find greater fulfillment in dentistry and in general by optimizing personal human connections.

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**Categories:** Interdisciplinary, Practice Management, General Dentistry