



Edition: 1st Edition 2003  
pages: 160  
Images: 45  
Cover: Hardcover  
ISBN: 978-1-85097-058-3  
Stock No.: 5141  
Published: October 2002

Price  
Subject to changes!

£2.00

#### Quintessence Publishing Company, Ltd.

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 <https://www.quintessence-publishing.com/gbr/en>

## Book information

**Authors:** Raj Rattan / George Manolescuc

**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.

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