



Edition: 1st Edition 2003
pages: 160
Images: 45
Cover: Hardcover
ISBN: 978-1-85097-058-3
Published: October 2002

Quintessenza Edizioni S.r.l.

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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.

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