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## Book information

**Authors:** Raj Rattan / George Manolescu

**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.

#### Contents

Chapter 1. What Business Are We In?  
Chapter 2. Success Factors  
Chapter 3. Patient-centered Care  
Chapter 4. Perception is Reality  
Chapter 5. Marketing  
Chapter 6. The Basic Principles of Finance  
Chapter 7. Fee-setting  
Chapter 8. Understanding Your Accounts  
Chapter 9. Investment and Protections  
Appendices  
Index

**Categories:** Practice Management