



**Autoren:** Raj Rattan / George Manolescuc  
**Titel:** The Business of Dentistry  
**Reihe:** QuintEssentials of Dental Practice

**Kurztext:**

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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**Fachgebiet(e):** Praxismanagement

**Auflage:** 1st Edition 2003  
**Seiten::** 160  
**Abbildungen:** 45  
**Einband:** Hardcover  
**ISBN:** 978-1-85097-058-3  
**Artikelnr.:** BL039  
**Erschienen:** Oktober 2002

\$5.00

Preis  
 Änderungen vorbehalten!

**Quintessence Publishing Company, Inc.**

📍 411 North Raddant Road  
 Batavia  
 Illinois IL 60510  
 Vereinigte Staaten von Amerika

☎ +1 (0)630 / 736-3600

📠 +1 (0)630 / 736-3633

✉ contact@quintbook.com

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