

Book information

Authors: Raj Rattan / George Manolescuc
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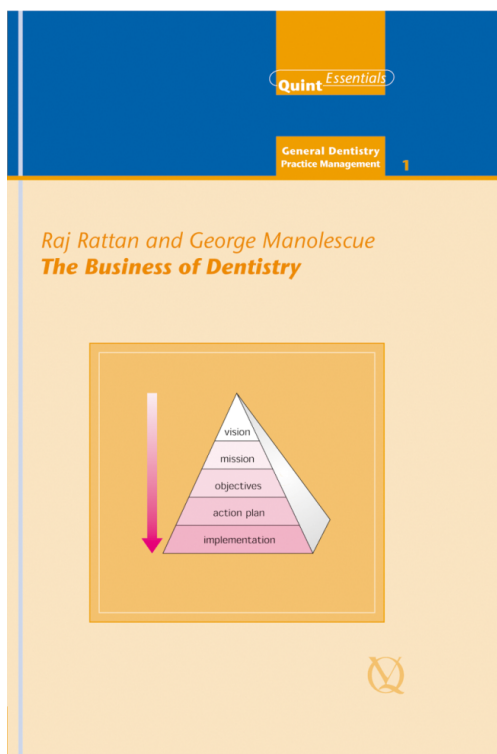
Short text:

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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 411 North Raddant Road
Batavia
Illinois IL 60510
United States of America

 +1 (0)630 / 736-3600

 +1 (0)630 / 736-3633

 contact@quintbook.com

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