



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

Price £2.00
Subject to changes!

Quintessence Publishing Company, Ltd.

 Grafton Road
KT3 3AB New Malden, Surrey
United Kingdom

 +44 (0)20 8949 6087

 +44 (0)20 8336 1484

 info@quintpub.co.uk

 <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.

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