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Quintessenz Verlags-GmbH
Ifenpfad 2-4
12107 Berlin
Tel.: 030/76180-5
Fax.: 030/76180-692
Web: www.quintessenz.de
E-Mail: buch@quintessenz.de

Buch-Information

Autor(en): Rattan, Raj / Manolescuc, George

Titel: The Business of Dentistry

Reihe: QuintEssentials of Dental Practice

Kurztext:

QuintEssentials series:

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.

Fachgebiet(e): Praxismanagement