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Titolo	Business basics for dentists // David O. Willis
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Nota di contenuto	Business Basics for Dentists; Copyright; Contents; Preface; About the Companion Website; Section 1: Personal Financial Management; Concerns of the Financial Management Process; Objectives of the Personal Financial Management Process; 1 Personal Money Management; Personal Money Management; Personal Lifestyle Issues; Developing Personal Savings; Personal Banking; Managing Credit; Family Budget; Buying a Car; How to Improve Spending Habits; Preventing Debt Problems; Getting Out of Debt; Financial Planning Phases; 2 Personal Insurance Needs; Understanding Insurance; Medical Insurance Disability (Income) Insurance Accidental Death and Dismemberment (AD&D) Insurance; Life Insurance; Automobile Insurance; Homeowner's Insurance; Personal Excess Liability Insurance; Tax Consequences of Personal Insurances; 3 Planning for Retirement Income; Components of a Retirement Plan; Principles of Retirement Savings; Factors that Determine People's Ability to Reach Retirement Goals; Common Individual Retirement Plans; Plans for Small Business Owners; Nontax-Advantaged Plans; Taking Money at Retirement; Stages in Retirement Planning; Example Strategies; 4 Reducing the Personal Tax Burden Federal Income Taxes Basic Personal Tax Formula; Tax Rates;

Components of form 1040; Other Income Taxes; Issues for the Self-employed Dentist; Tax Planning for the Individual; Tax Audits; 5 Estate Planning; Purpose of Estate Planning; What Constitutes an Estate Plan; Methods of Property Transfer; General Estate Planning Issues; Section 2: Business Foundations; Major Goals of the Business Foundations Sector; Objectives of the Business Foundations Section; 6 Business Entities; Entity Decision Points; Types of Entities; Sole Proprietorship; General Partnership; Corporations
Limited Liability Company When to use the Various Entities; 7 Basic Economics; Microeconomics: The Individual Buyer and Seller; The Economics of Dental Services; Macroeconomics: The Big Picture; 8 The Legal Environment of the Dental Practice; The Source of Laws; Resolving Disputes; Criminal Law; Civil Law; Employment (Labor) Law; Consumer Protection Laws; Laws Regulating the Dental Profession; What to do if Sued; Personal Inquiry; Lawyer's Inquiry; Summons and Complaint; 9 Financial Statements; Personal Financial Forms; Corporate Financial Forms; 10 Basics of Business Finance
Time Value of Money Present Value of a Future Dollar; Capital Budgeting; Borrowing Money; Lease-purchase Decisions; 11 Business Taxes and Tax Planning; Principles of Business Taxation; The Basic Business Income Tax Formula; Employer Taxes; Unwithheld Expenses for the Employer; Miscellaneous Hiring Issues; Other Business Taxes; Business Tax Planning; 12 Management Principles; Characteristics of Dental Practice; Definition of Dental Practice Management; Functions of Dentist-Manager; Resources of the Practice; Roles of an Owner-Dentist; 13 Planning the Dental Practice; Practice Stages
The Environment of Dental Practice

Sommario/riassunto

Dr. David Willis combines his experience as a practicing dentist, educator, MBA, and certified financial planner in this breakthrough text about managing a dental business. Rather than a checklist of steps for success, Business Basics for Dentists describes business, economic, marketing, and management principles and explains how to apply them to the dental practice. Dental students and new practitioners will learn how to use the core strategic and operational business philosophies to develop an effective dental practice. He provides the essential elements of a business course--management

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Titolo	Women and exercise : the body, health and consumerism // edited by Eileen Kennedy and Pirkko Markula
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ISBN	1-136-88368-1 1-136-88369-X 1-283-04345-9 9786613043450 0-203-83930-7
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Nota di contenuto	Book Cover; Title; Copyright; Contents; Acknowledgments; Introduction: Beyond Binaries: Contemporary Approaches to Women and Exercise; Part I: The Business of Exercise: Selling and Consuming Fitness; 1 Love Your Body?: The Discursive Construction of Exercise in Women's Lifestyle and Fitness Magazines; 2 Women Developing and Branding Fitness Products on the Global Market: The Method Putkisto Case; 3 'Folding': A Feminist Intervention in Mindful Fitness; Part II: Body Trouble: Fat Women and Exercise; 4 Fit, Fat and Feminine?: The Stigmatization of Fat Women in Fitness Gyms 5 I Am (Not) Big . . . It's the Pictures that Got Small: Examining Cultural and Personal Exercise Narratives and the Fear of Fat6 Large Women's Experiences of Exercise; 7 Obesity, Body Pedagogies and Young Women's Engagement with Exercise; Part III: In the Name of Health: Women's Exercise and Public Health; 8 The Significance of Western Health Promotion Discourse for Older Women from Diverse Ethnic

Backgrounds; 9 Growing Old (Dis)Gracefully?: The Gender/Aging/Exercise Nexus; 10 "Doing Something That's Good For Me": Exploring Intersections of Physical Activity and Health Part IV: Lived Body Experiences: Exercise, Embodiment and Performance11 The New 'Superwoman': Intersections of Fitness, Physical Culture and the Female Body in Romania; 12 Keep Your Clothes On!: Fit and Sexy Through Striptease Aerobics; 13 Becoming Aware of Gendered Embodiment: Female Beginners Learning Aikido; 14 Running Embodiment, Power and Vulnerability: Notes Toward a Feminist Phenomenology of Female Running; Contributors; Index

Sommario/riassunto

Exercise for women is a heavily-laden social and embodied experience. While exercise promotion has become an increasingly visible part of health campaigns, obesity among women is rising, and studies indicate that women are generally less physically active than men. Women's (lack of) exercise, therefore, has become a public concern, and physiological and psychological research has attempted to develop more effective exercise programs aimed at women. Yet women have a complex relationship with embodiment and physical activity that is difficult for quantitative scientific approaches to explore.
