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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
