

1. Record Nr.	UNINA9910830144703321
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Titolo	Business basics for dentists // James L. Harrison, David O. Willis, and Charles K. Thieman
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2024] ©2024
ISBN	1-119-89287-2 1-119-89288-0 1-119-89286-4
Edizione	[Second edition.]
Descrizione fisica	1 online resource (viii, 463 pages) : illustrations
Disciplina	617.60068
Soggetti	Dental offices - Management Dentistry - Practice - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	"Rather than presenting a rote checklist of steps for success, Business Basics for Dentists, Second Edition describes business, economic, marketing, and management principles and explains how to apply them to dental practice. Now fully updated throughout, this book provides the essential elements of a business course--management principles, economics, business finance, and financial analysis--without getting bogged down in too much detail. Dental students and new practitioners will learn how to use the core strategic and operational business philosophies to develop an effective dental practice. The business management principles are related to various aspects of running and managing a dental practice, including office communications, billing, inventory, and marketing. All aspects of practice transition are approached, including career opportunities, buying a practice, starting a new practice, multi-practitioner arrangements, practice valuation, and planning and developing a practice. The book also covers personal financial planning to ensure that the dentist is also planning for their finances and retirement beyond the bounds of the practice. Focusing on the transition period from a dental student, through corporate

employee, to ownership, Business Basics for Dentists is a valuable tool for dental students and professionals seeking to further their career path through actionable advice from experts in the field"--
