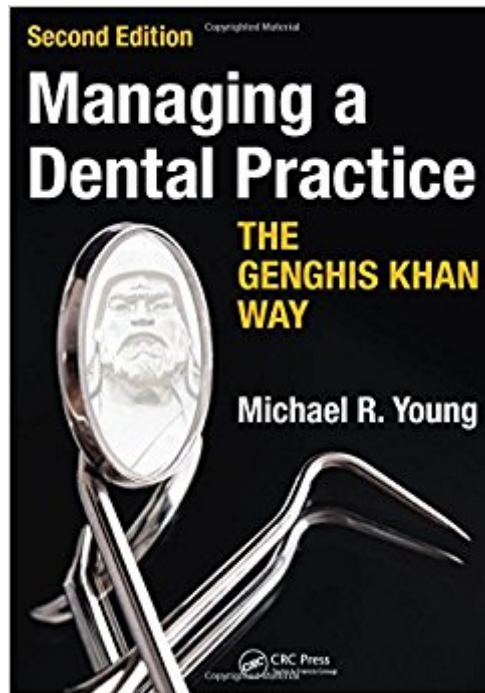


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Managing A Dental Practice The Genghis Khan Way, Second Edition



Synopsis

Managing a Dental Practice the Genghis Khan Way shows you how to turn your practice into a successful business. Being an effective practice manager demands a clear vision, sufficient business knowledge and, above all, wise judgement. Never intended to be a theoretical book, this is a "warts-and-all" guide to managing a dental practice, written by someone who's been there, made mistakes and survived. It will show you the importance of teamwork and communication, staying close to your patients and prudent financial management. So why Genghis Khan? Well, Genghis Khan was a charismatic leader in the late twelfth and early thirteenth centuries who created one of the world's greatest empires. His hugely successful strategies included intelligence gathering, being quick to learn and adopt new technologies and successful people management. Whichever way you look at it, you will need all of Genghis Khan's skill, strength and tenacity to be a successful dentist and business owner. This revised edition has been thoroughly updated and adds a section on buying and setting up a practice as well as much more about managing patients and employees. You will find information on leadership, team building and working with other clinicians. The Policies and Procedures section now includes a new chapter on how to manage the Care Quality Commission. In many ways, this book reflects the author's own odyssey through the choppy waters of practice ownership and the resulting insights and understanding of how to successfully manage a dental practice.

Book Information

Paperback: 193 pages

Publisher: CRC Press; 2 edition (March 1, 2016)

Language: English

ISBN-10: 1910227668

ISBN-13: 978-1910227664

Product Dimensions: 7 x 0.4 x 10 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

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