



Dentistry'S Business Secrets: Proven Growth Strategies For Your New Or Existing Practice

By Edward M. Logan DDS

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Whether you are a new dentist opening your first practice or an experienced dentist looking to take your current practice to the next level, Dr. Edward Logan's new book on dental practice growth will help you achieve your goals. Written by a dentist for dentists, Dentistry's Business Secrets reveals the vital business truths Dr. Logan perfected while growing three successful dental practices from scratch. If you desire to maximize your practice value in the most efficient manner possible, then Dentistry's Business Secrets is your A to Z guide to success. Uncover the essential truths not taught in dental school and watch your practice life become less stressful, more predictable, more enjoyable and more profitable!

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Dentistry'S Business Secrets: Proven Growth Strategies For Your New Or Existing Practice By Edward M. Logan DDS Bibliography

- Sales Rank: #1226603 in Books
- Published on: 2011-02-21
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.16" w x 6.00" l, 1.48 pounds
- Binding: Paperback
- 460 pages

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Editorial Review

Review

"If you are a dentist who is ready to seriously grow your practice, *Dentistry's Business Secrets* will certainly help you reach your goals! We consider this book a MUST READ for anyone in our profession!"

The Madow Brothers

--Dentists

"*Dentistry's Business Secrets* by Dr. Ed Logan is a gift to dentistry. If you are a struggling or brand new practice, this book just might be the inspiration you need to help turn things around!"

Dr. Howard Farran

--Founder of DentalTown.com

"In a well written and easily understood book, Dr. Ed Logan has answered in a practical way many of the most important questions about dental practice."

--Gordon Christensen, DDS, MSD, PhD; Founder and Director of Practical Clinical Courses

"Finally! A book that gives step by step instructions for operating an effective and efficient dental practice."

--Larry Mathis, CFP®; Author, *Bridging the Financial Gap for Dentists*

"*Dentistry's Business Secrets* is a game plan for turning your dental practice into a thriving business. One of the best practice development investments you will ever make!"

Eric Herrenkohl

Author, *How to Hire A-Players*

From the Inside Flap

Dentistry's Business Secrets

wealth of knowledge based upon personal, practical experience. A must read for the new dentist and those reevaluating their own practices."

provides a Stephen Lindblom, DDS

Redwood City, California

Adjunct professor, University of the Paci

Dugoni School of Dentistry

fi c"Ed Logan is a great business person who happens to be a dentist, and therein lies his value to us as his readers.

Dentistry's Business Secrets

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will ever make!"
 is a gameEric Herrenkohl
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 How to Hire A-Players,"Dentistry's Business Secrets
 compendium of business best practices
 they did not teach you in dental school.
 If you own a dental practice, manage a
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 or starting your own practice,
 you need this book!"
 is a trueMark Kennedy
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 shares his personal anecdotes in a style
 that is honest and genuine, drawing upon
 his own personal successes and relating
 them in a manner that can be applied on
 Monday morning in your own of
 fice."Michael Kling, OD
 President, Invision Eye Care Optometry,
 San Diego, California

From the Back Cover

"If you are a dentist who is ready to seriously grow your practice, *Dentistry's Business Secrets* will certainly help you reach your goals! Written by a real dentist who has 'been there and done that,' we consider this book a **MUST READ for anyone in our profession!**"

Dr. David Madow

Dr. Richard Madow

**"The Madow Brothers," Co-founders, The Madow Group,
 Creating Success for Dentists since 1989!**

Whether you are a new dentist opening your first practice or an experienced dentist looking to take your current practice to the next level, Dr. Edward Logan's new book on dental practice growth will help you achieve your goals. Written by a dentist, for dentists, *Dentistry's Business Secrets: Proven Growth Strategies for Your New or Existing Practice* reveals the vital business truths Dr. Logan perfected while growing three successful dental practices from scratch.

- **Discover how to field an employee team that provides five-star customer service.**
- **Create a powerful internal and external marketing plan that guarantees the rapid expansion of your practice.**
- **Learn to maximize website design, search engine optimization, online advertising and social media to immediately increase your new patient volume.**

- **Examine how to keep more of your hard-earned money through accurate treatment estimates, insurance payment management, proper collection techniques, cost controlling strategies and retirement planning.**
- **Enjoy your work more by learning techniques for clinical efficiency, productive scheduling, treatment planning, fee setting and managing difficult patients.**

If you desire to maximize your practice value in the most efficient manner possible, then Dentistry's Business Secrets is your A to Z guide to success. Uncover the essential truths not taught in dental school and watch your practice life become less stressful, more predictable, more enjoyable and more profitable!

***Dentistry's BUSINESS Secrets* by EDWARD M. LOGAN, DDS**

Users Review

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