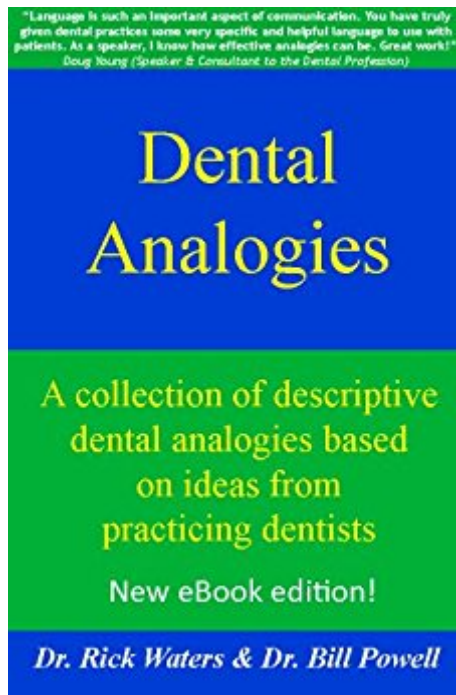




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Dental Analogies: The EBook Edition



Synopsis

Over 100 creative patient explanations in laymen's language to help the dental team better explain dentistry and increase case acceptance! Highly successful dentists' financial and treatment coordinators contributed to this best-selling book. Now in its 4th edition (this special eBook version), your team can use these analogies to help sell patients on needed care. As Julian Jaynes says, "the feeling of familiarity is the feeling of understanding." Substituting a more FAMILIAR example in explaining dental needs and treatment helps the patient UNDERSTAND that need... Your entire team will love this book.

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Customer Reviews

I am a former military dentist. I currently own a private practice and have to use civilian jargon. I look to use this to talk and think like a patient.

Good book. I found this book very practical and must have for any member of the dental team. A little disorganized in kindle version.

It is a very interesting book, and is quite different from any other dentistry related book I have read so far.

This book is a must.

Good book. You have to find the analogies that work for you. Book could use some updating with more current analogies. Gave me a few ideas and that's what I needed!

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