



# **Pillars of Dental Success Second Edition: Systems and Strategies to Streamline the Marketing and Management of the Modern Dental Practice**

*Mark Costes*

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## **Pillars of Dental Success Second Edition: Systems and Strategies to Streamline the Marketing and Management of the Modern Dental Practice** Mark Costes

Pillars of Dental Success is a roadmap that any dentist can follow to exponentially increase the profitability and productivity of his or her dental practice. The systems and strategies covered within the pages of book represent the culmination of struggle, failure, and redemption during Dr. Mark Costes's journey from one struggling practice to a six practice multi-million dollar dental empire. Some of the topics covered in this book include: - How to FINALLY get your practice's overhead and cash flow under control. - How to create airtight systems that will maximize the performance of every department of your organization while decreasing chaos and stress. - The step-by-step system for getting a flood of new patient referrals from your existing patient base. - The advanced marketing strategies that will neutralize the competition in your market and drive a flood of new patients into your practice. - The simple and effective approach to reactivating "lost" patients. - How to position yourself as a local celebrity and community leader. Dr. Costes's refreshing approach to the business side of dentistry offers straightforward and practical solutions that can be implemented immediately. If you're interested in taking to the next level and beyond, you owe it to yourself to read this book!

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