

Book Review: Unlimited New Patients
The Farran Report

In its second edition since 1991, this manual (subtitled "Marketing Strategies for the Practicing Dentist to Generate Increasing Numbers of New Patients") by William Howard Horrocks is an indispensable resource of marketing information, strategies, and concepts. Mr. Horrocks has compiled all the information you never learned in dental school into an easy-to-read and maneuver through volume.

Mr. Horrocks' advertising agency produces marketing materials and advertising campaigns exclusively for dentists, so he knows of where he speaks. It shows.

The book is divided into 11 sections, including: Projects to Jump Start Your Practice; Marketing Basics; Succeeding With Direct Mail; Referrals; Recall and Reactivation; Forming Profitable Alliances; How to Use Surveys Profitably; Projects to Target Specific Markets; The Yellow Page Project; and Radio, Television and Signs. Mr. Horrocks has also included an excellent resource guide to help your journey toward first class marketing.

This simple organization gives recognition to the fact that dentists went to school for eight years to learn how to do dentistry. Whether or not dental schools should provide comprehensive courses in marketing, Mr. Horrocks has provided an essential continuing education tool for those in Dentistry who realize where their talents lie.

The book is spiral bound, which makes it much easier to read - no fighting the binding to keep the book open while reading or re-reading a key idea.

Chock full of sample copy, ad headlines, and ideas, "Unlimited New Patients" should be included in the reference library of every active dentist.