

The Art of Treatment for the 21st Century
by Dr. Julian Holmes

(...)

“Howie Horrocks sent me a couple of the most stimulating books I have ever read about the business of dentistry, titled “**More Unlimited New Patients**”. I have not slept very much for the last few nights; first, I could not put the books down, putting yellow post-it notes on almost every page, and second, I was thinking how all these ideas will transform my practice. Talk about switching on your brain!! I have read 1000 Gems, The Winning Contribution, and lots of other books. But nothing comes close to this collection of ideas. It is the ultimate compendium guide to marketing, usp's, and advertising. (you can look up “usp” for yourselves in these books!)

The most important lesson to be learned from these books is that there is a great deal UK dental practices can learn and use. The principles and the concepts of Marketing and Advertising remain the same. And the examples can easily be adapted for your own dental practices, wherever you are in the World.”

(...)