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Great Dental Specialist Marketing



Synopsis

Unfortunately, most dental specialists market like their local competitors. This is what I call, "Monkey See, Monkey Do" marketing and it's wrong. This book will help dispel the myths about dental specialist marketing which will allow specialists to quit wasting money with marketers and consultants.

Book Information

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Customer Reviews

If you are at all familiar with dental practice marketing, you will find nothing new here. It covers the major strategies a mile wide and only an inch deep. Much of it is written for general practice building rather than the niche of a specialist. Worst of all, it is a blatant advertisement to sign up for his coaching service....

A must read for the dental specialist! If you're looking for ways to separate your specialty practice from those around you who are doing the "monkey see monkey do" approach to marketing, this is the book to read! Easy to read and very informative. I have been using tools Dr. Anzalone reveals in this book over the last two years and it has been impactful to say the least!

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