



# **The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success**

*ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association*

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Promoting your practice just got easier with the expert advice of the ADA.

With chapters devoted to cultivating referrals, developing practice newsletters and websites, and utilizing social networking profitably and responsibly, *The ADA Practical Guide to Internal Marketing* shows you how to grow your practice using tried and true standbys, as well as the newest technological innovations.

A valuable resource for both dentists and the dental team, Internal Marketing will help develop relationship building and marketing skills that will take your practice to the next level.

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