



Suggested Reading List:

Clinical Dentistry

Barry Polansky	The Art of the Examination
Jay Hislop	Designing Your Perfect Dental Practice
Lundeen & Gibbs	The Function of Teeth
Carl E. Misch	Contemporary Implant Dentistry
	Dental Implant Prosthetics
Peter E. Dawson	Functional Occlusion
Zarb, Bolender, Carlsson	Prosthodontic Treatment for Edentulous Patients
Iwao Hayakawa	Principles and Practices of Complete Dentures
Michael MacEntee	Complete Denture A Clinical Pathway
Eugen End	Physiological Occlusion of Human Dentition
Cuman et.al.	Full Dentures according to Slavicek's method
Victor Lucia	Treatment of the Edentulous Patient
David Lamb	Problems and Solutions in Complete Denture Prosthodontics
Hamid Shafie	Clinical & Laboratory Manual of Implant Overdentures

Marketing & Psychology

Paco Underhill	Why We Buy
Neil Rackham	SPIN Selling
Seth Godin	Purple Cow
	All Marketers Are Liars
	The Dip
Robert Cialdini	Influence
Steven Levitt	Freakonomics
Stephen Covey	The 7 Habits of Highly Effective People
Harry Beckwith	What Clients Love
	Selling the Invisible
	The Invisible Touch
Steven Levine	The Power of Persuasion
Shelle Rose Charvet	Words That Change Minds
Kevin Hogan	The Psychology of Persuasion
	The Science of Influence
Malcolm Gladwell	Blink
	The Tipping Point
Paul Homoly	Making It Easy for Patients to Say "Yes"

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