

Marketing or Branding? Which way to go?

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Abstract

At a highly competitive field such as dental business , we are always in need to be updated with an arsenal of marketing techniques , customer relation management skills and new business branding models , this what we learn in an exciting and modern approach.

Biography

Dr. Ahmed Sherif B.D.S , D.R.P , D.D.I steped into the field of dental business in a multidiscplantary way from Marketing to Administration a long side as a specialised operator excuting an administrative and educational tasks at broad scale of facilities

from small business to enterprises and finaly as brand consultant helping startups and enterpruners.