

## How ordinary dentists can create extraordinary practices utilizing principles in the E Myth dentist

Alan Kwong Hing  
Maritime Dental Group, USA

The Goal of this presentation is to awaken the Dental Entrepreneur within all dentists.

The foundation of the principles presented is based upon the presenter's experiences in co-authoring the E Myth dentist with Michael Gerber. Michael Gerber's *The E-Myth: Why Most Small Businesses Don't Work and What to Do About It*, was a seminal book that enlightened the presenter to the principles of developing a successful dental business.

Quite simply, Michael's E-Myth philosophy connected in a way unlike any business book had done before, or has done since. It put the business life in perspective because at its core, the E-Myth isn't a book about theory or practicalities, but about people. And that is the magic of E-Myth.

These are exciting times to be involved with dentistry. It's ironic that in the twenty or so years since first discovering E-Myth, Michael's fantastic book has become more relevant than in any other time in that period

Presenting principles in the E-Myth Dentist, the author intends to share insight into the amazing world of E-Myth dentistry so you too can read this book and think 'Wow, this is me!' With the E-Myth Dentist, the author intends to change your life, to help you build a successful dental business and create a balanced successful personal life journey.

[al@maritimedentalgroup.ca](mailto:al@maritimedentalgroup.ca)