

## **Aesthetic Dentistry — How To Create an Exceptional Aesthetic Practice by The Las Vegas Institute**

Drs. Bill Dickerson and Nate Booth have co-authored **Aesthetic Dentistry — How To Create an Exceptional Aesthetic Practice by The Las Vegas Institute** which is about 10 dentists, including Dr. Kent Johnson, and their teams. Profiles of each practice include: The Journey, Core Beliefs, The Team, Marketing, High Tech and Materials, High Touch, The Case Acceptance Process, Advice for the Reader, and Vision for the Future. The book entails practical, usable ideas from start to finish. Some of the dentists are young; some are more mature; some practice in large cities; others in small towns ... but all of them are actively creating the practices of their dreams