Influences of the aesthetic dental alterations in the self-esteem of the fifth degree students of secondary in the educational state institutions of pampa inalambrica, Ilo district, 2009

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ABSTRACT

At this moment in time, Micro and Small Enterprises (MSEs) needs a strategy change, centered in the clients and no longer only in the products, for two reasons: the standard products of quality and the wide global market; so, they need to adopt a strategy centered in the client, but in the market, it doesn’t exit technological appropriate tools to MSEs that are user-friendly, of low cost and that they integrate technical of bussines intelligence that help them to adopt this new strategy; since they only have transactional systems of purchases and sales.

Words key: aesthetic alterations, self-esteem, dental aesthetics.