

# Book reviews

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## SUCCESS STRATEGIES FOR THE AESTHETIC PRACTICE



L. Greenwall, C. Jameson (eds)  
UK: Quintessence  
price £65.00; pp 176  
ISBN 9781850972211

Written primarily by two eminent individuals in their own distinct fields, Linda Greenwall and Cathy Jameson have created an excellent book to help provide dentists and their team with strategies to achieving success in creating and managing the aesthetic dental practice. As dentists, we are not taught about business or the daily running of a practice and the authors have produced a book which does exactly this through their vast experience. Throughout the book there are also useful quotations from leading authorities in aesthetic dentistry. Each chapter has a summary and action steps are set out to achieve key aims.

The text, which is divided into 17 chapters, begins by focusing on the individual dentist and the starting point for defining their 'ideal dental practice'. The authors stress the importance of the dentist having vision and a goal, so strategies can be developed to ensure a successful result is achieved.

The book continues to provide detailed information on critical factors for achieving business success in dentistry. Focus is placed on the value of creating the ideal team. This section is fresh and provides qualities to look for when interviewing candidates for vacant positions.

I found the chapter on the business of bleaching very useful. The authors' classification of whitening treatment is useful in allowing treatment costs to be

set. Furthermore, whitening prescription forms, examination sheets and protocols have been provided to help readers develop a structured approach to profitable whitening. Chapters describing internal and external marketing will provide practitioners and practice managers with methods in attracting business from existing and new patients.

Treatment planning and case presentation chapters are highly useful. The authors discuss methods of presenting cases to achieve high acceptance rates and it is interesting to see the emphasis placed on the treatment coordinator during this. A chapter is also dedicated to the overall role of the treatment coordinator. Technology in an aesthetic practice is discussed including the use of CAD-CAM and CBCT scanners. Laser dentistry is, however, overlooked.

This is a well thought-out and clearly written publication where the authors' knowledge is clearly shown and conveyed to the reader. Overall I found this book a very good read covering pretty much the A to Z in achieving success in setting and running an aesthetically focused practice.

I. Razaq

## YUENDUMU: LEGACY OF A LONGITUDINAL GROWTH STUDY IN CENTRAL AUSTRALIA



T. Brown, G. C. Townsend,  
S. K. Pinkerton, J. R. Rogers  
University of Adelaide Press  
price £23.00; pp 327  
ISBN 9780980723090

*Yuendumu: legacy of a longitudinal growth study in Central Australia* is a text relating two accounts:

on one hand this is an account summarising dental findings from the study of a unique population; on the other it is a depiction of the experiences of researchers visiting a community with a vanishing way of life. The book is split into nine chapters which show the study's progression through time, from the early history of the Warlpiri people and foundations of the study to the main body of findings and finally a reflection on the future.

During the period 1951-1970 a series of observations including dental casts, photographs, oral examinations and radiographs were taken of the population. This afforded researchers a body of data for analysis. The data was used to 'compare the well-formed Aboriginal dentitions with the degenerate and diseased dentitions of European Australians.'

The book summarises the salient findings arising from the analysis of the body of data in chapters five (occlusal development and function) and six (facial growth patterns). A reflection on the limitations of the study is also included.

Despite an interest in the findings of the study, I found some ethical principles were absent. The original study was lacking, regarding issues of consent and the potential risk from the use of radiography with no clinical indication undertaken during this study.

The plight of the Aboriginal population is not dissimilar to many cultures that have been made extinct during the course of time. The subject matter is one that requires a level of sensitivity, which the authors have achieved. Despite this, I cannot help but feel the application of ethics in the study was