

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

not comprehensive. This is, however, a well referenced summary of the study findings and would appeal to those interested in orthodontics.

R. Mannan

PLASTIC-ESTHETIC PERIODONTAL AND IMPLANT SURGERY: A MICROSURGICAL APPROACH



O. Zuhr, M. Hürzeler
UK: Quintessence
price £268.00; pp 872
ISBN 9781850972266

The aim of this book is to provide a comprehensive theoretical and practical guide to advanced surgical techniques in the field of plastic-aesthetic periodontal and implant surgery.

The text is divided into three main sections, logically set out as principles, procedures and complications.

Section A comprises six chapters providing a background to the principles of plastic-aesthetic surgery. The chapter on anatomy contains annotated diagrams mirrored with histological views, skull cross-sections and polarised microscopy views to provide a higher level of information and understanding. There is a chapter dedicated to the theory behind microsurgery providing detailed information about the equipment and instruments required. Chapter six provides a very useful section on medical contraindications to elective plastic periodontal and implant surgery, and this is summarised in a concise table at the end of the chapter.

The seven chapters in section B are each dedicated to a particular surgical technique. The chapters all follow a similar layout beginning with theory, which is neatly summed up with a 'key points' section. Each chapter then goes on to provide a handy time management schedule and workplace preparation checklist for each procedure. The last part of each chapter is a series of annotated photographs showing a step-by-step guide for the entire procedure with pre- and post-treatment photographs included. The procedures described include hard and soft tissue augmentation techniques,

crowns lengthening, socket preservation techniques and implant surgery.

Section C is by far the smallest section of the book and is dedicated to complications. Each potential complication is given its own chapter and finishes with a small table to outline its management.

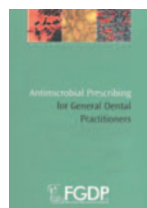
This book's detailed text is skillfully complemented with high quality colour photographs to illustrate techniques and cases. There are many useful adjunctive diagrams, such as those used to convey suturing techniques. The reader can use these diagrams to build up a three dimensional image of the particular technique being shown.

The authors refer to the work of many well renowned researchers throughout the text and relevant references are detailed after the theoretical section of each chapter.

A mention must be given to the striking pink cover, which initially sets this book apart. Regardless, it quickly becomes clear that this impressive book is a valuable reference for those undertaking advanced aesthetic surgical procedures in the fields of periodontology and implantology. In addition, there is excellent scope for further use of the book as a demonstration tool to inform patients.

N. Cross

ANTIMICROBIAL PRESCRIBING FOR GENERAL DENTAL PRACTITIONERS



N. O. Palmer (Ed)
FGDP(UK)
price £20 for FGDP(UK)
members and foundation
dentists and £25 for
non-members; pp 63
ISBN 9780954345174

This is a small A5 sized, 63-paged, easy-to-read, excellent reference book. It is split into 13 chapters, which cover topics from prescription writing to antifungal therapy, with topics like management of acute dentoalveolar infections in between. Each topic is covered in enough detail for this book to be useful when in a hurry, as it bullet-points the steps that need to be taken when dealing with a condition, for example what the initial assessment needs to consist of and

what further steps, if any, need to be taken.

The green boxes in each chapter highlight the different medicinal regimens for each condition and the summary flow charts are brilliant for enlarging and printing off for the rest of the team.

This book is particularly useful as it gives both adult and children's doses and the end of each chapter contains a reference list, allowing you to investigate further if you wish. Although it may seem it is aimed only at general dental practitioners, it also covers what to do in cases of implant placement, creation of oral-antral communications and periodontal surgery, so it would be useful for those practitioners who carry out more advanced treatments.

I found this book to be a good adjunct to the BNF and useful when treating patients. My colleagues have also commented on how handy it is, although one criticism is that it would be easier to navigate if it had side tabs with chapter names as this would assist in finding the appropriate chapter more quickly. Despite this, it is overall a very good and helpful book to have in the surgery and I would recommend that practitioners go and get a copy.

F. Sharif