

# Book reviews

Books, videos, CD-ROMs, DVDs and any other relevant items submitted for a review in the BDJ should be addressed to:

Laura Pacey,  
Editorial Assistant,  
British Dental Journal,  
Nature Publishing Group,  
4-6 Crinan Street,  
London,  
N1 9XW

## BRUSH: PROVEN STRATEGIES TO MAKE YOU AND YOUR DENTAL BUSINESS SHINE



J. Goolnik  
UK: Bow Lane Limited  
price £12.99; pp 210  
ISBN 9780956833204

I first read this book over two different sittings at a leisurely pace. It is by no means a difficult read and is packed with lots of different tips and hints. It is insightful, full of practical wisdom, perhaps giving the reader a different perspective on how they might adapt their own dental practice or equally, if a performer, to think to the future about the type of dentistry they might offer.

The author is open enough to talk about both his personal and professional life; his time as an associate initially and about how this has led him to becoming the founder and CEO of Bow Lane Dental Group in the City of London.

Any business faces challenges, not always predictable, and the author certainly shows in his book that it is important to be able to adapt to the situation that presents.

He is innovative and not afraid to think outside the box but is also honest enough to share with the reader not only his successes but also the few failures he has had. I find this commendable, as in my own personal experience I have certainly learnt more from my failures than my triumphs.

The structure of the book is such that it is laid out in a logical format, the reader can easily dip in and out with clear headings at the start of each chapter and 'Brush strokes' at the end. These 'Brush strokes' are brilliant and do really

try to encourage the reader to engage.

The book is current and at the time of writing, 2011, even talks about the potential impact of CQC in this ever increasing regulatory environment. It takes into account advances in technology and the importance of using the internet for advertising, through websites and social networking sites, in this modern era which is ever more competitive.

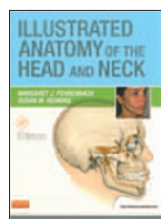
Goolnik talks through his philosophy on recruitment retention and reward of staff; after all this is an important aspect in a business which is so heavily dependent on relationships both with staff and patients.

I particularly enjoyed reading the chapters on clinical trends and what the future holds. In both of these chapters the author talks about what is currently happening within dentistry and how he feels different aspects of dentistry will transpire moving forward.

In short, I feel this book caters to clinicians wherever they are in their career, and is a welcome addition to the library.

S. Pasapula

## ILLUSTRATED ANATOMY OF THE HEAD AND NECK, 4TH EDITION



M. J. Fehrenbach,  
S. W. Herring  
UK: Elsevier  
price £47.99; pp 336  
ISBN 9781437724196

The preface of this fourth edition of *Illustrated anatomy of the head and neck* states that the book offers more than basic information on head and neck anatomy – a statement which I have found to be true.

This is a well-thought-out, well-formatted and well-written book. Each chapter starts with a chapter outline, learning objectives and key terms which help to focus the reader's thoughts and clarifies each chapter's 'purpose'. The body of the chapters are suitably divided into easy-to-digest subsections, aided by the clever use of highlighted terms throughout. The chapter concludes with identification exercises and review questions which encourage the reader to engage in the text in the first instance but also act as a useful self-test and revision aid.

There is good support from illustrations and photographs throughout – all of which are full colour, of high quality and in adequate abundance. My only criticism would be that more dissection photographs, especially of the soft tissues, would have strengthened the text's ability to reinforce an understanding of three-dimensional anatomy.

One of the real assets of this text is its emphasis on clinical considerations. In addition to adding to the interest of the text, it will help young readers to begin to think laterally and hopefully further an appreciation that knowing anatomy is an essential building block to becoming a good clinician. In keeping with the text's emphasis on clinical considerations, the authors have done brilliant work in revising the chapters on the temporomandibular joint, local anaesthesia anatomy and spread of infection.

In keeping with the need for dentistry to be evidence-based, the authors have included in an appendix an updated list of published articles pertaining to head and neck anatomy. This is followed by a useful appendix on the procedure for performing extra- and intra-oral examinations.