

# Book reviews

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## 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.

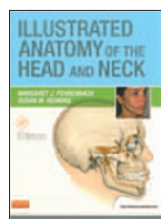
Goolnik talks through his philosophy on recruitment retention and reward of staff; after all this is an important aspect in a business which is so heavily dependent on relationships both with staff and patients.

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.

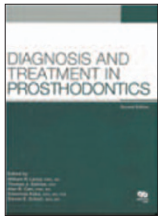
In keeping with the need for dentistry to be evidence-based, the authors have included in an appendix an updated list of published articles pertaining to head and neck anatomy. This is followed by a useful appendix on the procedure for performing extra- and intra-oral examinations.

The text keeps up its momentum till the very end, concluding with 28 colour flashcards which can easily be removed to be used as an *aide mémoire*. If anything, more of these flashcards would have been welcomed.

In summary, this text would act as an invaluable aid for any undergraduate needing to learn head and neck anatomy, its clear and well-presented pages creating a book which is both informative and enjoyable to read. I would recommend it unreservedly.

C. Koo Min Chee

### DIAGNOSIS AND TREATMENT IN PROSTHODONTICS, 2ND EDITION



W. R. Laney, T. J. Salinas, A. B. Carr, S. Koka, S. E. Eckert (eds)

UK: Quintessence

price £102.00; pp 342

ISBN 9780867154047

Published in hardback by Quintessence and written by a collaboration of authors from the prestigious Mayo Clinic in the USA, this text is a contemporary, comprehensive and evidence-based compendium of both the art and the science of prosthodontic rehabilitation.

This textbook illustrates detailed instruction in the provision of advanced fixed and removable prosthodontic care to both partially and completely edentulous patients respectively. The text comprises aspects of prosthodontic rehabilitation which are in line with the scope of most previous texts on the subject. Its 20 chapters cover areas ranging from genetics to psychological aspects of diagnosis and advanced treatment considerations such as pre-prosthetic surgery and post-surgical rehabilitation. Contemporary dental materials and assessment tools such as modern imaging techniques also fall within the scope of this book.

The text is illustrated throughout with colour photographs, graphs and diagrams to aid the reader in accessing the content. To this end all chapters are summarised and all subject matter is extensively referenced for each chapter.

This text allows the reader a detailed overview of the modalities available for the comprehensive care of patients in

need of advanced prosthodontic rehabilitation such as post resection reconstruction and the restoration of congenital and acquired oral and perioral defects. Although some sections of the text, such as those concerning history and examination and management of inadequate denture prostheses, fall within the realm of the general dentist, the application of this text, I feel, is aimed principally at those practitioners who are involved in the care of patients with such advanced needs.

However, it is worth noting that we currently practise in a time when the population as a whole is ageing, and a greater proportion of our patients are retaining their teeth for longer, leading to the possibility of a more complex treatment need if and when a dentition fails at a more advanced age. As such, even though the subject matter of this book may not have a direct application to the majority of the patients seen in general dental practice, knowledge of its content is indeed pertinent to, and incumbent upon the general dentist and invaluable as a reference to those wishing to provide optimal care in advanced cases of prosthodontic rehabilitation.

S. D. O'Connor

### FUNDAMENTALS OF COLOR: SHADE MATCHING AND COMMUNICATION IN ESTHETIC DENTISTRY, 2ND EDITION



S. J. Chu, A. Devigus, R. D. Paravina, A. L. Mieszko

UK: Quintessence

price £46.00; pp 168

ISBN 9780867154979

This lavishly illustrated book explains the basic science and art of colour to help the reader better understand the mechanics involved in the shade-matching process. When dental practitioners lack training in the art and science of colour, the deficiency often becomes glaringly evident in the quality of their restorative work. This can be both deflating and frustrating for the practitioner involved. This book details the clinical elements that can affect the perception of colour. It places emphasis on the benefits of technology-based shade matching, along with digital photography.

The authors present easy-to-follow protocols for both conventional and technologically advanced shade matching, including tips for communicating with the lab technician. There is a series of case studies to illustrate these techniques, which will help any dental practitioner to obtain a high standard of aesthetic restorations. The book covers all aspects of shade selection due to the varied experience of the four authors, through clinical and academic dentistry.

The book is very well organised, taking us through step-by-step guidance on how to select the correct restorative material. It informs the reader of which factors affect colour and our perception of it. The book also has a section that deals with the problems involved in shade selection. It provides useful clinical tips and emphasises the importance of good communication skills with the dental technician in creating a natural looking restoration. This is an ideal read for dental students and experienced general dental practitioners and dental technicians alike. This modern approach to shade selection will improve job satisfaction by helping to improve the quality of care that we provide to our patients.

O. Morgan