

The Value of the Book

INTERVIEW



Dr. h.c. Horst-Wolfgang Haase
Publisher

Quintessence Publishing Company in Berlin has been a successful family business for over 60 years and is operating worldwide. Publisher Dr. h.c. Horst-Wolfgang Haase took over the family business from his father Dr. Walter Haase in 1969/1970 and, under his direction, Quintessence has grown to become a market leader in the field of dentistry and dental technology. In the late 1970s, Quintessence took its first steps in the field of digital media, which is now an integral and successful part of its publishing program. One can therefore say that, for the greater part of his life, Horst-Wolfgang Haase has not only experienced the development of the books and journals market person-

ally (and internationally for the past 40 years), but that he also knows the other side of the market: the development of new media products as a competitor or complement to the printed book. Therefore, it would be particularly interesting to hear his assessment of the value of the book in the future.

Question: Dr. Haase, in your view, what will be the value of the book in the future?

Dr. h.c. Horst-Wolfgang Haase: Not because of my age but because of my history as a publisher and as a person who appreciates the value of the literature, I am of the opinion that the book will not only maintain its raison d'être in the future, but that it will also be the medium of choice for our reading materials.

As for the new media, I believe that they will provide a complement or parallel to the book, but that they will not replace the book.

This can be precisely demonstrated, and I was able to observe it directly. People access the new media only for certain specific things, for example, moving video images, training materials and quick information.

A book, however, is something quite different. The reader opens the book, reads in the book and reads out of the book. The process of reading itself – holding a book – can give you a completely different feeling than an e-reader could.

Of course, the new media products are not going to go away. Why should they? We see and need the

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new media in our daily business, but the book will certainly remain the most pleasing medium for the transfer of professional knowledge. ■



Kerstin Schicha (editor) in an interview with Dr. h.c. Horst-Wolfgang Haase

WELCOME MESSAGE

Dear
Visitors

Quintessence Publishing would like to cordially welcome you to its stand at the IDS!

We are very happy that an increasing number of visitors at the IDS come from abroad. Therefore, we have established a separate international section of our stand.

Please have a closer look at our English language books. The range of topics we present here in Cologne is extremely wide. A lot of books in dentistry are only published in English as it is not only spoken in many countries of the world, but is also considered the international language of science.

Quintessence, as an international publisher, also has books in other languages on display at its stand. Please feel free to ask for publications in French, Italian, Spanish, Portuguese, Russian and many more languages.

In addition, we have sample copies of our international journals and interesting multimedia products on display.

Enjoy your stay at the Quintessence stand and at the IDS 2011 in Cologne!

Johannes Wolters
Publishing Director

Quintessence Chicago

ABOUT US



Quintessence Publishing Co, Inc, in Chicago, Illinois, is managed by a staff of 25 dedicated employees. In addition to offering over 400 current books and multimedia titles, the Chicago office is responsible for organizing several world-class symposia, including the **BMP Symposium** (Philadelphia, Pennsylvania, April 16 to 18, 2011, program chair: Robert E. Marx, DDS), the **International Symposium on Ceramics** (San Diego, California, June 9 to 11, 2011, program chair: Gerard Chiche, DDS), and the **International Symposium on Periodontics and Restorative Dentistry** (Boston, Massachusetts, June 6 to 9, 2013, program chair: Myron Nevins, DDS).

In March 2011 the Chicago office launches a new journal, **Oral & Craniofacial Tissue Engineering**, with Ole T. Jensen, DDS, MS, as editor-in-chief and an international editorial board of the highest caliber. In Dr. Jensen's words, "This journal will hopefully be organic and alive, per-

mitting both clinician and laboratory scientist to report progress on the special difficulties dentistry and medicine encounter in restoring the oral and craniofacial region." The journal is the official journal of the newly forming Tissue Engineering Society, with Dr. Robert Marx, who is one of the journal's associate editors, as the society's first president.

This year the Chicago office's **World Journal of Orthodontics** takes on a new name, **ORTHODONTICS: The Art and Practice of Dentofacial Enhancement**, with a new focus on esthetics and an elegant new design and interpretive presentation.

The new editor-in-chief is Dr. Rafi Romano, DDS, MSc, and associate editor is Marc B. Ackerman, DMD. They have enlisted a multidisciplinary editorial board representing the dental specialties actively involved in dentofacial enhancement. The first issue is scheduled for publication in April. ■

Is the “iPad” already on your Easter wish list?

DIGITAL MEDIA

Quintessence book classics now available for iPad & Co



Dr. Andreas B. F. Müller
ePublishing Director

in the near future). Functions such as text search, font size and typeface change, bookmark, highlighting, notes, video full screen, screenshots and many more make it much easier to read and work with the content on the go.

And the progress continues: for example, the e-book entitled “**Applied Occlusion**” by Wassell et al. contains direct links to numerous video clips. In the future, other multimedia content as well as multiple choice tests can be integrated in the



The new era of reading has finally arrived for the readers of technical books: e-book readers of the third generation are now able to display color. Fifty books in our catalog are already available as e-book downloads from the Apple iBook Store.

Don't worry, you don't have to do without the tactile, visual, literary, and olfactory pleasures of reading our printed books. High-quality book printing is a tradition at Quintessence Publishing Company. However, the new e-book versions offer additional functions that extend the range of application of our works. The e-book allow you to easily and comfortably carry around dozens of books on your iPad (and, with certain restrictions, on your iPhone as well as on other mobile devices and computers



text as well. The first book series designed for multimedia e-books only is already in the planning stages.

The entire QuintEssentials series is now available in e-book format. This series offers a full range of dental, oral and maxillofacial surgery books in English in a uniform didactic concept. More titles are in the preparation or approval stages for the store.

To ensure that the Quintessence e-book world is also accessible to non-Apple users, we are currently negotiating with other e-book stores in order to be able to supply our e-books to people using personal computers and android systems by the end of the year. ■

New at Quintessence

The following books will be presented for the first time at the Quintessence stand at this year's IDS in Cologne. Be the first to thumb through these titles and do not forget to reserve some time to see the full range of Quintessence books, journals and multimedia products. It is well worth it and we appreciate your visit!

R. E. Marx

Oral & Intravenous Bisphosphonate-Induced Osteonecrosis of the Jaws

History, Etiology, Prevention and Treatment

Based on a clear understanding of the disease mechanism and documented outcomes of the small number of cases treated to date, this timely book presents definitive treatment protocols for patients who present at each stage in its progression. It offers a simple method for predicting risk as well as crucial recommendations for steps that can be taken to prevent the disease from developing when bisphosphonate therapy is indicated. Comprehensive case histories related to both oral and intravenous bisphosphonates provide direct guidance in managing patients spanning the full presentation spectrum.

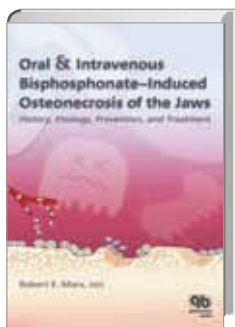
150 pp (softcover) • 145 illus (mostly color) • ISBN 978-0-86715-462-7 • €98

S. J. Chu, A. Devigus, R. D. Paravina,
A. S. Mielezko

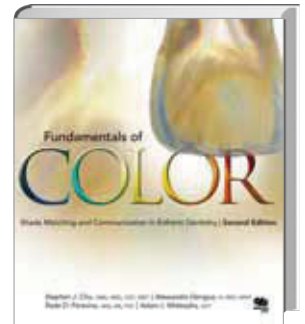
Fundamentals of Color

Shade Matching and Communication in Esthetic Dentistry, Second Edition

When dental practitioners lack training in the art and science of color, the deficiency often becomes glaringly evident in the quality of their restorative work. This book was written to simplify the study of color and help dentists communicate shade easily and accurately. It begins by presenting the basics of color theory within the context of esthetic dentistry and the factors that affect the transmission and perception of color. This is fol-



lowed by how-to chapters on conventional and technology-based shade matching, which highlight the advantages and drawbacks of each approach and provide step-by-step shade-matching methods and protocols. This updated and expanded second edition also includes chapters on the use of digital photography for shade verification and the influence of material selection on color matching. In the final two chapters, the authors present their own recommended shade-matching protocol (which combines conventional and computer-based techniques) and an expanded series of cases demonstrating its application in various clinical scenarios. Highly recommended for students, general practitioners, and specialists.



168 pp • 366 illus (mostly color) • ISBN 978-0-86715-497-9 • €68

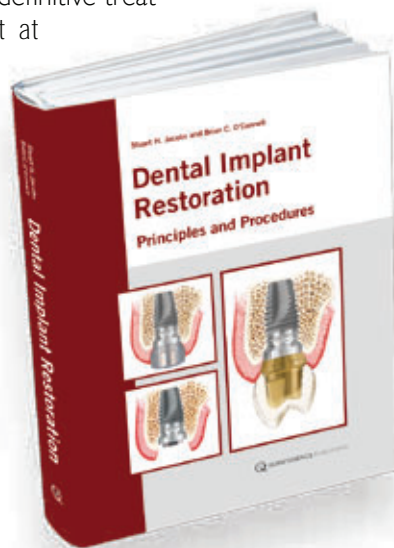
S. H. Jacobs and B. C. O'Connell

Dental Implant Restoration Principles and Procedures

Treatment protocols involving placement of dental implants require a dental team with expertise in surgery, restoration, and laboratory procedures. However, the responsibility for coordinating the treatment plan falls to the restorative clinician who must develop the blueprint for restoration.

This concise and easy-to-follow guide provides a basic understanding of the fundamental principles of implant dentistry and prepares a clinician to lead the treatment team through the stages of restoration to produce an esthetic and functional result. The first part provides an overview of implants and their components, the theory of osseointegration, and a guide to patient diagnosis and treatment planning. The second part consists of effective clinical protocols for simple implant restoration using techniques that are currently available and commonly used. This book is an ideal starting point for students and practitioners new to implant dentistry.

280 pp • 698 illus (mostly color) • ISBN 978-1-85097-101-6 • €118



P. Kano

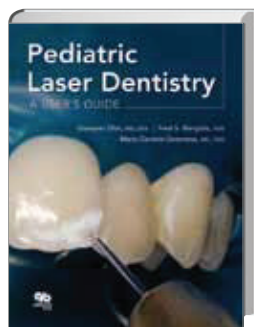
Challenging Nature**Wax-Up Techniques in Aesthetics and Functional Occlusion**

Written for students as well as experienced clinicians, this landmark book will change the way that technicians wax up teeth. This book guides readers, step-by-step, through the author's revolutionary wax-up technique to recreate the complex morphology of premolar and molar teeth. Lavishly illustrated throughout, each chapter builds technical knowledge with chapters on nomenclature, morphology, wax handling and application, functional wax-up sequences for maxillary and mandibular dentition, and adhesive cementation and culminates in a series of impressive clinical cases. A must-have resource for any dental technician wanting to review occlusal form and improve the functional morphology of posterior restorations.

384 pp • 840 illus (mostly color) • ISBN 978-1-85097-203-7 • €210

G. Olivi, F. S. Margolis and
M. D. Genovese**Pediatric Laser Dentistry
A User's Guide**

This comprehensive text, the first to focus on laser applications in pediatric dentistry, reviews the fundamental principles of laser energy and demonstrates the essential therapeutic steps of laser radiation in conservative pediatric dentistry. Detailed explanations of the unique interactions of laser radiation with dental tissues—with a focus on the differences specific to primary and young permanent teeth—help clinicians take advantage of the many inherent benefits of laser energy, such as selective removal of carious tissue, preservation of healthy mineral structure, disinfection of prepared surfaces, excellent hemostasis, and improved patient comfort and compliance. The predictable clinical protocols for hard and soft tissue applications are detailed step by step with explanations on technique and suggested laser parameters, and the



outcomes are illustrated in multiple case studies. In addition, the text is rounded out with presentations on innovative therapies involved in laser caries detection, laser irradiation for caries prevention, enamel and dentin laser conditioning, laser radiation for root canal debriding and cleansing, and low-level laser therapy as well as an appendix on laser safety and a glossary of laser terms. This practical guide will inspire pediatric dentists who are new to the laser as well as those experienced in providing laser therapy to adults.

224 pp • 521 illus (mostly color) • ISBN 978-0-86715-494-8 • €168

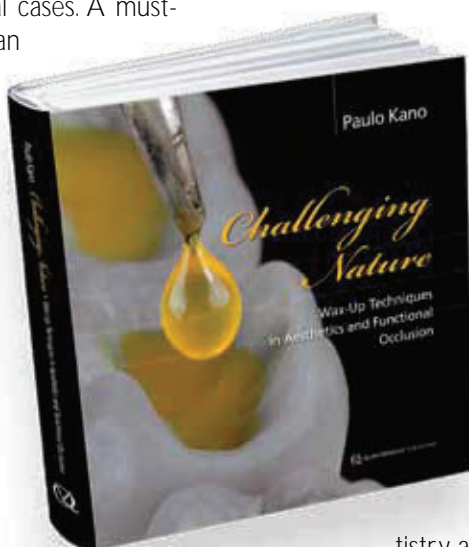
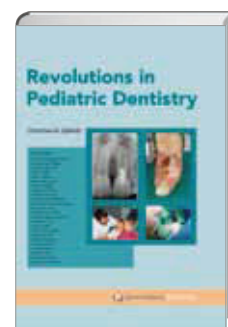
C. H. Splieth

Revolutions in Pediatric Dentistry

Pediatric dentistry is a cross-sectional specialization with a great tradition. Many interesting findings from recent research in all fields of dentistry also have their impact on pediatric dentistry. This book discusses new developments and "revolutions" in dentistry and introduces them into pedodontic practice. *Revolutions in Pediatric Dentistry* addresses everyone interested or involved

in pediatric dentistry, such as students, practitioners, teachers, researchers and policy makers, who want to gain insight into these future developments. The intention is to make an impact on the teaching and practice of pediatric dentistry—not by giving cookbook recipes, but by pointing out the rationale behind the changes. Presented by an international group of recognized specialists in their respective fields, the topics include new diagnostic approaches, changes in oral disease patterns and their consequences, non- and minimally invasive caries treatment, current fluoride guidelines, a common risk factor approach, proximal sealants and caries infiltration, up-to-date techniques for local anesthesia, pulpotomies and pulpectomies, MTA in pediatric dentistry, and an evaluation of the evidence for caries removal and space maintainers.

224 pp • 150 illus (mostly color) • ISBN 978-1-85097-212-9 • €78



Worldwide Congresses 2011 – 2013

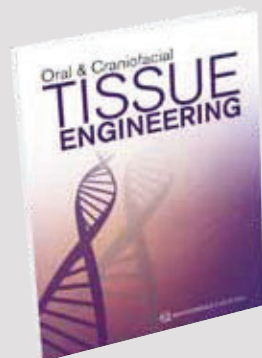
CONGRESS CALENDAR

DATE	CITY/COUNTRY		EVENT
April 1 – 2, 2011	Istanbul/Turkey		8th Istanbul International Quintessence Symposium This meeting is an annual recurring meeting in Istanbul
April 1 – 2, 2011	Berlin/Germany		23rd Quintessence Orthodontic Symposium This meeting is an annual recurring meeting in Berlin
April 8 – 9, 2011	Berlin/Germany		11th Quintessence Endodontic Symposium This meeting is an annual recurring meeting in Berlin
April 8 – 10, 2011	Moscow/Russia		Quintessence Moscow Meeting on Occlusion & Function
April 16 – 18, 2011	Philadelphia/USA		2nd BMP Symposium
May 6 – 8, 2011	Kielce/Poland		Dentopolis 2011 (Interdisciplinary Topics) This meeting is an annual recurring meeting in Kielce
May 20 – 22, 2011	Krakow/Poland		From Micro to Macrosurgery Oral Surgery
June 9 – 11, 2011	San Diego/USA		ISC – 23rd Int. Symposium on Ceramics This meeting is a recurring meeting in California every 3 years
June 11 – 12, 2011	Moscow/Russia		6th International Quintessence Symposium (Interdisciplinary Topics) This meeting is an annual recurring meeting in Moscow
Oct 14 – 16, 2011	Warsaw/Poland		Prosthodontics & Esthetics & Endodontics
Nov 4 – 5, 2011	Zagreb/Croatia		6th Croatian International Quintessence Congress (Interdisciplinary Topics) This meeting is an annual recurring meeting in Zagreb
Nov 11 – 13, 2011	Warsaw/Poland		Implantology: Idea – Art – Practice
Nov 12 – 13, 2011	Yokohama/Japan		Quintessence Dental Implantology Meeting / QDI meeting
Nov 11 – 12, 2011	Frankfurt am Main/ Germany		German Dental Medical Assembly together with 16th Europäisches Forum / Hess. Zahnärztetag (Interdisciplinary Topics)
Nov 18 – 19, 2011	Cottbus/Germany		21st Brandenburg Dental Medical Assembly (Interdisciplinary Topics) This meeting is an annual recurring meeting in Cottbus
Dec 3 – 4, 2011	Moscow/Russia		Quintessence Moscow “ENDO-show”
Dec 8 – 10, 2011	St. Moritz/Switzerland		3rd Snow-Dent (Interdisciplinary Topics) This meeting is a biannual recurring meeting in St. Moritz
April 11 – 13, 2012	Riyadh/Saudi Arabia		1st Quintessence Arabian Conference on Periodontology and Restorative Dentistry
Oct 19 – 20, 2012	Beijing/China		7th Beijing Int. Congress of Implant related Dentistry (Interdisciplinary Topics) This meeting is a biannual recurring meeting in Beijing
September 19 – 21, 2013	Munich/Germany		8th World Congress of the International Federation of Esthetic Dentistry (Interdisciplinary Topics) This is a one-time event organized by Quintessence and the DGÄZ

For further details please contact us: congress@quintessenz.de

NEW!

JOURNALS

Oral & Craniofacial
Tissue Engineering

This bound-
ary-break-
ing journal,
designed for

both researchers and clinicians, debuts in 2011. **Oral & Craniofacial Tissue Engineering** crosses multiple disciplinary lines, involving specialties of both dentistry and medicine—including oral and maxillofacial surgery, periodontics, prosthodontics, plastic and reconstructive surgery, otolaryngology, and neurosurgery. The journal publishes articles concerning regeneration of all the tissues of the oral and craniofacial region and provides a central forum for basic science researchers as well as practicing physicians to elucidate advances in regenerative medicine. A journal for the future that begins now, just as the tissue engineering field emerges from its infancy.

■ 4 issues/year (print and online)

Official Journal of:

- Tissue Engineering Society
- Chinese Society of Oral Biomedicine

Editor-in-Chief: Ole T. Jensen

Subscription Rates:

- Institutional rate: € 280
- Personal rate: € 138
- Student rate: € 65

Quintessence London

ABOUT US



Colleagues of the
London office

The Quintessence International Publishing Group has its own publishing house in New Malden, southwest of the British capital London. In total, eight people are employed here and deliver books, journals and digital media to UK customers, but also to more or less all countries in the world where no Quintessence publishing house is established. Scandinavia, for example, is supplied by London and also the countries of the Near East.

Traditionally, the focus of Quintessence London has been on distribution tasks. Books and journals in English from Quintessence Chicago and Berlin are marketed and sold worldwide from London. The good relationship of the British to Commonwealth countries certainly plays a major role. However in the last decade, London – in close cooperation with Berlin – has dedicated itself to publishing its own books and establishing new journals, especially from British but also from other European authors and editors whose works

have been published primarily in English. A good example is the QuintEssentials series containing more than 40 volumes, which in concise form covers all relevant topics in dentistry for the general dental practitioner. These volumes are also available now as e-books. ■

Imprint

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