

## The significance of books

INTERVIEW

The Berlin-based Quintessence publishing house has been a successfully run family business for more than 60 years. Christian Haase is the third generation of the Haase publishing family to join the ranks of the prestigious enterprise's management board. Together with his father, the publisher Dr h.c. Horst-Wolfgang Haase, his colleagues on the management board and the company employees, his role is to ensure further development of the globally operative company in its position as an innovative market leader. We asked the young businessman to share his views on the future of books.

**Question:** How significant will books be in the future?

**Christian Haase:** The classic publishing house with its books and journals will continue to flourish, albeit to a limited extent. You would think that as a representative of the younger generation I would be an advocate of the new electronic media, the Internet and rapid change, but surprisingly that's not the case. However, I do realise how important it is for a publisher in these fast moving times to occupy themselves with these media in terms of being informed and communicating via DVDs, the Internet and other channels.

Multimediality, interactivity and mobile products are gaining in significance. The advancing digitalisation of our content and increasing use by our informed customers are a massive growth incentive. As a consequence, we have made every effort, above all in 2012, including the further development of our mobile apps and platforms. Now, for example, our customers are also able to access our further training content on the move in the

form of e-books anywhere, anytime. We are fully aware that digital services are becoming ever more important, especially for the new generation of young, up-and-coming dentists and dental technicians. Consequently, in addition to our journal apps, we are now offering, for example, our congress app for the **8th IFED World Congress** in Munich later this year, which includes the congress schedule, news service and an interactive event programme.

Particularly within the realm of research, it is becoming increasingly important to obtain up-to-date information quickly, securely and in a useable format. Classic specialist publishers such as Quintessence are required by experts to provide qualified information swiftly and straightforwardly on a broad basis. The situation is different for practitioners, such as traditional dentists, specialists and dental technicians who are seeking practical further training. They don't need things to be fast-paced, but require practical, immediately implementable information that is constantly available for reference. This is where the haptics of a book or journal and the ritual of reading play a major role. In the same manner, a large and well-stocked bookcase in the practice still calms and inspires confidence in patients, who, even though perhaps subconsciously, afford the dentist in question a higher level of competence. As such, I am confident that high-quality books and journals will still have their place in the world in the long-term. ■



**Christian Haase**  
Managing Director of Quintessence



Kerstin Schicha interviewing Christian Haase.

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## WELCOME MESSAGE



Dear  
Visitors

Quintessence Publishing would like to cordially welcome you to its stand at the IDS 2013 in Cologne, Germany.

The IDS has become a truly international dental trade fair with a continuously increasing number of visitors from many countries worldwide.

As Quintessence Publishing is an international dental publisher, the IDS is the ideal place to offer you our books, journals and digital media. We have included a special international area at our stand to better serve our customers that come from abroad.

We have a wide range of books in English that cover many topics. However, we also have many books in other languages on display at our 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 for you to read and interesting multimedia products on display.

Enjoy your visit to the Quintessence stand and at the IDS 2013 in Cologne!

Johannes Wolters  
Publishing Director

## Editorial Quintessence S.L. (Spain)

ABOUT US

*The Quintessence publishing house has been active in Spain since it was founded in 1997.*

Quintessence S.L. publishes several specialist journals in the field of prosthodontics, esthetics, periodontology and dental implantology. These journals are produced as a result of a partnership with the largest specialist associations in the country: SEPES (prosthodontics/esthetics), SEPA (periodontology) and SEI (dental implantology). Most of the content comes from the international journals of the publishing group. The journals **Quintessenz** and **Quintessenz Zahntechnik** (prosthetic dentistry) will be taken care of by Quintessence S.L. from 2013. As a result of the direct influence on the content and design we hope to gain an even higher degree of market acceptance for the two journals.

It goes without saying that Quintessence S.L. also publishes books in Spanish. These are often translations from English, German, Italian and French, but the range



Editorial Quintessence S.L. has been active in Barcelona since 1997. Managing Director: **Mr Javier Teixidó**.

of books increasingly includes original works written by Spanish authors. One of the essential activities of Quintessence S.L. in Spain is the marketing and sales of English books, journals and digital media. The Spanish titles are also exported to South America and Portugal.

Quintessence S.L. is managed by Mr Javier Teixidó. He is actively supported by his long-standing colleague, Ms Montse Vilamajó. ■

## Saudi Arabia/United Arab Emirates

ABOUT US

The International Quintessence Publishing Group is pleased to announce that it has signed a distribution agreement for Saudi Arabia and the United Arab Emirates with Loyal Abdulaziz Foundation for Trade, represented by Dr Abdulaziz Al-Shammery.

The new partner will act as sole distributor in these countries for all of our English language book titles and multimedia publications.

Furthermore, the annual **International Quintessence Dental Arab Congress** will take place in Riyadh under the patronage of the Saudi Dental Society and in close collaboration with the Riyadh Colleges of Dentistry and Pharmacy. The second congress will be held on 24–26 April 2013. Please visit [www.iqdac.org](http://www.iqdac.org) for further information about this event.



Dr Abdulaziz  
Al-Shammery

Dr. h.c. Horst-Wolfgang Haase • Publisher

## News from the digital world of Quintessence

DIGITAL MEDIA

### Cell-to-Cell Communication – Inflammatory Reactions



This breathtaking 3D animation comprehensively visualizes the highly complex processes of inter-cellular interaction during an inflammatory periodontal reaction. Over a 15-minute period, cellular protagonists and their messenger molecules wage a battle against bacterial invaders.

The film package contains a DVD for dentists and an easy-to-understand version for patients. The DVD deluxe edition with hardcover is available for EUR 98.

### Journals now available on iPad

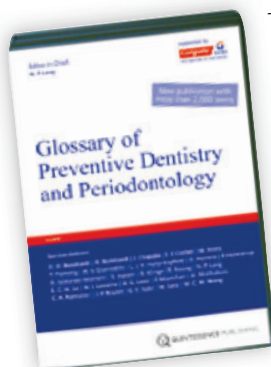


Full versions of our journals are available for reading on iPads via a dedicated app. Purchase individual issues or, as a subscriber, use the service for free by entering your customer number.

The following are available as an iPad app: **Quintessenz**, **QZ – Quintessenz Zahntechnik** (Prosthetic dentistry), **Quintessenz Team Journal**, **Endodontie** (Endodontics), **Implantologie** (Dental implantology), **Parodontologie** (Periodontology), **Kieferorthopädie** (Orthodontics), **European Journal of Esthetic Dentistry**, **European Journal of Oral Implantology**, **Journal of Craniomandibular Function**, **International Journal of Computerized Dentistry**, **Quintessence International**, **Oral Health &**

**Preventive Dentistry, Journal of Adhesive Dentistry, Internationales Journal für Parodontologie und Restaurative Zahnheilkunde** (International Journal for Periodontology & Prosthodontics).

### Glossary of Preventive Dentistry and Periodontology (GOPP)



This encyclopaedia contains definitions and descriptions of more than 2,000 technical terms relating to preventative dentistry and periodontology, most of which are complemented by high-quality illustrations or clinical images.

This essential reference work is available on CD-ROM for EUR 98, and will soon also be available as an app for iPads and iPhones.

### Plastic-esthetic periodontal and implant surgery

This DVD compendium showcases the latest minimally invasive microsurgical techniques, especially in the esthetic zone. Performed by and with comments exclusively from Otto Zuhr and Marc Hürzeler, all surgical procedures are recorded, and explained clearly. It is presented in opti-



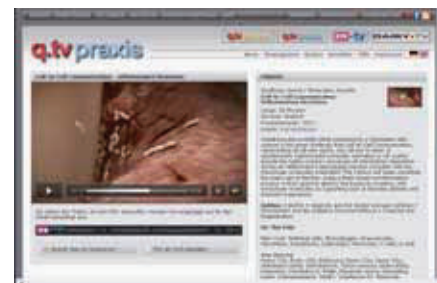
mal quality by our film specialists using special technology.

### Contents:

- Autograft harvesting.
- Gingival augmentation with autologous connective tissue.
- Horizontal papilla augmentation with autologous connective tissue.
- Management of extraction sockets.
- Implant placement using a modified roll flap technique.
- etc.

Each individual volume costs EUR 68. The entire 10-volume collection is available for EUR 600 (prepublication price EUR 500).

### q.tv praxis



The **q.tv praxis** film library encompasses more than 400 articles in English for international training that address all the relevant treatment methods and techniques applied in clinics, practices and laboratories.

Freely available trailers for all the films provide interested parties with a clear insight of the content.

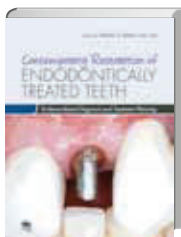
Book q.tv praxis for EUR 360, for a whole year or pay only EUR 30, for single-day access ■

## New at Quintessence

BOOKS

*These are just some of the books which 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!*

### Edited by Nadim Z. Baba Contemporary Restoration of Endodontically Treated Teeth: Evidence-Based Diagnosis and Treatment Planning



Written by renowned experts, this book has a wealth of evidence-based information on all facets of the restoration of pulpless teeth. With a better understanding of the factors that can influence the prognosis of severely compromised teeth, this text offers a contemporary approach to treatment planning. Traditional principles and techniques are reviewed and reinforced, along with modern materials and methods, all with the best available scientific evidence and an emphasis on clinical studies. Many of the chapters provide comprehensive descriptions of technical procedures and illustrations to guide the reader through every stage of restoring pulpless teeth, including fabrication of various foundation restorations and cementation techniques. Preprosthetic adjunctive procedures, such as surgical crown lengthening and orthodontic measures are also described and illustrated. This text will remain a definitive reference for specialists involved in the restoration of pulpless teeth or engaged in planning treatment for structurally compromised teeth.

228 pp • 460 illus (mostly color) • ISBN 978-0-86715-571-6 • EUR 118

### Edited by Silas Duarte, Jr Quintessence of Dental Technology 2013



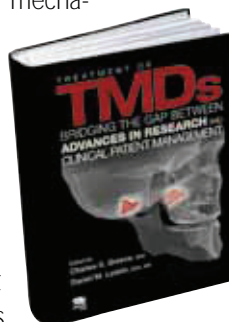
In QDT 2013, master clinicians present the newest concepts, laboratory techniques, and materials used by restorative and esthetic dentists and technicians. Focusing particularly on esthetic treatment using advanced ceramics, this year's issue covers topics such as pink ceramics, esthetic predictability using the anatomic shell technique, posterior crowns, noninvasive provisional restorations, and opacity control, with the "State of the Art" article featuring the inverse layering technique. Each original article is displayed in classic QDT fashion, making this year's issue another great addition to your QDT library.

236 pp (approx) • 850 color illus (approx) • ISBN 978-0-86715-593-8 • EUR 128

### Edited by Charles S. Greene and Daniel M. Laskin

#### Treatment of TMDs: Bridging the Gap Between Advances in Research and Clinical Patient Management

The cause of temporomandibular joint (TMJ) pain has been a matter of controversy for many years. The mechanism by which nociceptive impulses are initiated, transmitted, and perceived as pain is not unique to the masticatory system. This means that much of the recent information discovered about musculoskeletal disorders can be directly or indirectly applied to the TMJ. However, many dental clinicians are unaware of this informa-



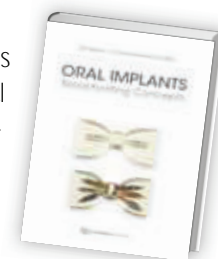
tion because it is presented mainly in medical publications or nonclinical scientific journals. This book bridges the gap for the clinician, applying the latest scientific research to the clinical treatment of temporomandibular disorders (TMDs), focusing on the anatomy, biochemistry, neurophysiology, and psychology of the common TMDs. Covering such clinically relevant topics, such as the relation of abnormal joint function to joint pathology, how sleep disorders affect facial pain, and the role of comorbid conditions in pain response and management, this book will transform the way clinicians think about TMDs and its treatment.

216 pp • 60 illus (mostly color); • ISBN 978-0-86715-586-0 • EUR 108

### Edited by Thomas Lambrecht and Rolf Ewers

#### Implant Surgery: Bioactivating Concepts

This book discusses basic principles, clinical planning, bone classification, bone regeneration techniques, standard clinical situations, special techniques and complications in modern oral implant surgery. Bioactivating Concepts are discussed from both aspects: basic research and clinical research. Chapters on basic research deal especially with bioactivation of bone morphogenesis and regeneration by bone morphogenetic proteins, biomaterials and bone repair; bone and soft tissue engineering, as well as cellular and subcellular physiology. Chapters on clinical research focus on intraoral operation techniques, including step-by-step augmentation procedures that

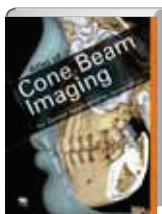


are presented in a series of high-quality colour photographs. The international group of authors represents different generations (from newcomers to well-established renown researchers), concepts (partially controversial, but nevertheless encouraging), and last but not least individual opinions based on personal excellence and experience.

**Approx 500 pp • approx. 1,500 illus • ISBN: 978-1-85097-233-4 • prepublication price EUR 118 (valid until March, 31<sup>st</sup> 2013, thereafter approx. EUR 218)**

**Dale A. Miles**

### **Atlas of Cone Beam Imaging for Dental Applications, Second Edition**



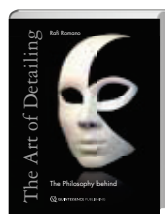
Cone beam imaging is becoming common place in dental practices for every specialty, and this best-selling book has been updated to reflect the ways in which cone beam computed tomography (CBCT) is being used by dental practitioners. New chapters present endodontic applications of CBCT, selected cases from radiology practice, and issues of risk and liability associated with capturing CBCT data. In addition, the anatomy chapter has been updated with new illustrations and a new section on small-volume anatomy. Comprehensive case presentations demonstrate the diagnostic and treatment-planning capabilities of CBCT in its full range of applications, while at the same time highlighting situations in which traditional radiographic imaging will suffice.

**408 pp • 624 illus (mostly color) • ISBN 978-0-86715-565-5 • EUR 142**

**Edited by Rafi Romano**

### **The Art of Detailing**

The path to exceptional clinical results and patient satisfaction begins with a solid philosophical foundation. This book brings to-



gether representative cases from respected clinicians around the world to illustrate the philosophies that must guide sound treatment decisions. The book is organized by the broad topics of careful patient evaluation and diagnosis, interdisciplinary treatment planning, and minimally invasive and patient-centered treatment, with each chapter presenting the specific philosophy underlying one or more cases treated by the author. For each case, the author shares special challenges that were faced and a retrospective evaluation that highlights aspects of treatment that could be improved given new knowledge and insight. The clinical cases are presented with full-color images showing treatment from planning to result with accompanying text that details nuances of the case that bring it into full clinical focus. An elegant and thoughtful volume sure to fascinate and inspire the reader.

**Approx 360 pp, approx. 1,160 color illus; ISBN: 978-1-85097-242-6 €178**

### **Douglas A. Terry and Willi Geller Esthetic and Restorative Dentistry: Material Selection and Technique, Second Edition**

Advancements in restorative material formulations and adhesive technology have expanded treatment possibilities and provided simpler and more economical solutions to many restorative and esthetic challenges. This book demonstrates these solutions through the presentation of everyday clinical situations. With new photographic techniques including ring flash and bilateral flash, new cases on composite resin restoration and porcelain inlays, and new techniques such as restoring the anterior alveolar ridge deficiency using stratified porcelain

buildup, this second edition of Esthetic and Restorative Dentistry explores many facets of esthetic and restorative dentistry, including biomaterials, laboratory technology, and implant dentistry. Each chapter begins with a scientific introduction to the topic, followed by clinical applications and procedures illustrated with images. This combination provides the tools necessary to maximize productivity while providing improved oral health care to patients.

**752 pp • 2,000+ color illus • ISBN 978-0-86715-573-0 • EUR 318**

### **Otto Zuhr and Marc Hürzeler Plastic-Esthetic Periodontal and Implant Surgery**

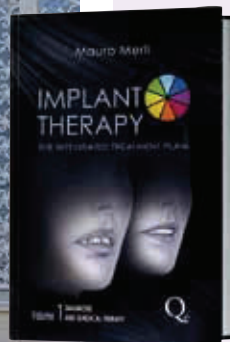
In this book, the authors provide the first comprehensive overview of the basic principles, indications and clinical techniques of plastic-esthetic periodontal and implant microsurgery. It is an exemplary blend of scientific knowledge and practical experience. All salient issues are analyzed on the basis of the available scientific literature and the current clinical evidence. The microsurgical procedures presented in the book are explained step-by-step in meticulously illustrated case examples. Checklists for the necessary materials, instruments and work steps are added to facilitate practical implementation of the microsurgical procedures. Last but not least, the authors provide instructions on how to manage all major complications of each procedure. This book is without doubt one of the foremost oral surgery publications in recent years and is a must for every implantologist and periodontist.

**872 pp; 1,898 color illus; ISBN: 978-1-85097-226-6; EUR 320**



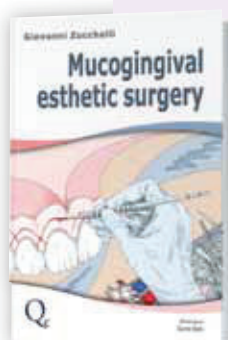
## Quintessenza Edizioni (Italy)

ABOUT US


**Mauro Merli** NEW BOOK  
**Implant Therapy: The Integrated Treatment Plan**


The integrated treatment plan places the individual patient at the center of the diagnostic and therapeutic process. A natural consequence of this approach is that patients establish an alliance with the clinician for the purpose of achieving and maintaining good oral health over time. This text delves into the process of constructing a diagnosis and assessing the potential risk factors and describes step by step some of the more recent surgical procedures for patients who are candidates for implant therapy.

**792 pp • 1700 illus • EUR 280**

**Giovanni Zucchelli** NEW BOOK  
**Mucogingival Esthetic Surgery**


The mucogingival surgery is dedicated to the processing of mucogingival esthetic alterations. This can be represented by recession and altered passive eruption. One of the objectives of mucogingival surgery is to increase volume and height of the gingiva around prosthetic components or systems and to fill substance of edentulous saddles. This book describes and illustrates the mucogingival surgery techniques applied to natural teeth or implants with the primary goal of satisfying the esthetic demands of patients.

**808 pp • 4021 illus • EUR 300**

*Quintessenza Edizioni, located in the northern industrial area of Milan, was founded in early 2002.*

Today Quintessenza Edizioni has a staff of 8 people, headed by Mr Lauro Duseti. Its mission is to respond to the dentistry market in terms of reliability with high-quality products and services.

Quintessenza is mainly focused on production of 10 to 12 new books a year from the most reliable Italian authors. The major titles are edited both into Italian and English, such as our current best sellers by Merli and Zucchelli.

The Quintessenza Edizioni editorial production even boasts 4 journals, both print and online version: one is published monthly for labs and technicians and three are published quarterly for dentists.

In addition to the publishing activity, Quintessenza Edizioni organizes National and International congresses and courses on behalf of the most important dental companies and associations.

The next coming important international event is the "2nd International Symposium of Piezosurgery: State of the Art in the Daily Practice," which takes place in Florence from June 13 to 15, 2013.

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## Worldwide Quintessence Congresses 2013 &amp; 2014

CONGRESS CALENDAR

DATE	CITY/COUNTRY		EVENT
January 25–26, 2013	Dresden, Germany		2nd Endodontic Symposium Sachsen
January 25–26, 2013	Berlin, Germany		Dental Limits: Dr. Douglas Terry
February 15–16, 2013	Berlin, Germany		Dental Limits: Dr. Andrea Ricci, Dr. Federico Ferraris
February 21–23, 2013	Monaco		2nd Dental Congress of 3D and Cad Cam Technologies
February 24–March 3, 2013	St. Moritz, Switzerland		40th International Meeting for Dental Technicians
March 16, 2013	Prague, Czech Republic		Modern Periodontics
March 16, 2013	Chicago, USA		The Nuts and Bolts of Implant – Supported
April 4–6, 2013	St. Moritz, Switzerland		4th Snow-Dent
April 5–6, 2013	Berlin, Germany		Dental Limits: Dr. Magne
April 10–11, 2013	Riyadh, Saudi Arabia		2nd International Quintessence Dental Arab Congress
April 13, 2013	Prague, Czech Republic		Teeth and Implants in Esthetical Zone
April 12–13, 2013	Berlin, Germany		25th Quintessence Orthodontic Symposium
April 19–20, 2013	Berlin, Germany		Dental Limits: Dr. Tidu Mankoo
April 26–27, 2013	Berlin, Germany		Dental Limits: Dr. Arndt Happe, Dr. Gerd Koerner
May 11, 2013	Prague, Czech Republic		Current Endodontic
May 11, 2013	Chicago, USA		CBC: Review of Anatomy and Risks
May 24–25, 2013	Berlin, Germany		25th Berlin Dentists Assembly
May 24–25, 2013	Berlin, Germany		42nd German Continuing Education Congress for Dental Assistants
May 25, 2013	Berlin, Germany		23rd Berlin Dental Technicians Day
June 6–9, 2013	Boston, USA		11th International Symposium on Periodontics and Restorative Dentistry
June 7–8, 2013	Ueberlingen, Germany		1st Lake Constance Laser Symposium
June 7–8, 2013	Berlin, Germany		13th Quintessence Endodontic Symposium
June 13–15, 2013	Florence, Italy		2nd International Symposium of Piezosurgery
September 18–21, 2013	Munich, Germany		8th IFED World Congress
September 20–21, 2013	Giessen, Germany		20th Annual Conference of German Society for Childrens Dentistry
September 21, 2013	Chicago, USA		Integrating the Fundamental Concepts for Esthetic and Restorative Dentistry
October 11–12, 2013	Berlin, Germany		Dental Limits: Dr. Rasperini
October 17–18, 2013	Berlin, Germany		Dental Limits: Dr. Testori
October 19, 2013	Chicago, USA		Managing Surgical and Biological Complications to Improve Functional and Esthetic Outcomes
October 25–26, 2013	Berlin, Germany		Dental Limits: Dr. Ferraris, Dr. Ricci
November 2, 2013	Prague, Czech Republic		Problems in the Periodontics
November 8–9, 2013	Frankfurt, Germany		German Dental Medical Assembly with 18th European Forum/Hessian Dentists' Conference
November 15–16, 2013	Verona, Italy		3rd Sirona Users Meeting
November 22–23, 2013	Cottbus, Germany		23rd Brandenburg Dental Medical Assembly
November 23, 2013	Prague, Czech Republic		Oral Mucosal Diseases
November 30, 2013	Berlin, Germany		17th Prosthodontic Symposium
December 13, 2013	Berlin, Germany		Dental Limits: Dr. Vercellotti
February 7–8, 2014	San Diego, USA		1st International Symposium on Oral Health "The Oral-Systemic Connection"
May 29–31, 2014	Verona/Italy		1st Quintessence Congress "La cultura odontoiatrica italiana nel mondo"
June 6–8, 2014	Hollywood, USA		24th International Symposium on Ceramics
October 10–12, 2014	Yokohama, Japan		7th World Dental Meeting



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