

# Perspectives

## NEW BEGINNINGS

With this issue, the *Journal of Esthetic and Restorative Dentistry* enters a new and exciting period in its growth and evolution as the longest-standing peer-reviewed journal devoted primarily to the area of dental esthetics. Blackwell Publishing, Inc. recently acquired *JERD* from its long-standing publishing company BC Decker Publishing, Inc., ending a long and fruitful relationship between BC Decker Publishing, Inc. and the *Journal*.

In 1989, Mr. Brian Decker, owner of BC Decker Publishing, Inc., introduced the inaugural issue of the *Journal of Esthetic Dentistry*. *JED* was the first peer-reviewed journal devoted exclusively to the emerging area of esthetic dentistry. Dr. Ron Jordan, a pioneer in the area of conservative esthetic dentistry and a respected academician, directed this new publication as Editor in Chief, and served in this capacity for 4 years. Following almost 2 years of guidance by its succeeding Editor, Dr. Stuart Isler, *JED* then was taken to even greater heights by Co-Editors Drs. Ronald Goldstein and David Garber. Over the next 4 years, under their leadership and guidance, the *Journal*

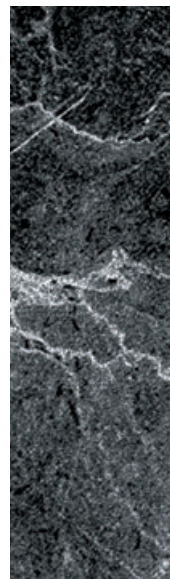
attained broad recognition and appeal. At the end of their tenure as Co-Editors, this new level of credibility was evidenced by its acceptance into the *Index Medicus*, rendering the *Journal* searchable on MEDLINE. This means that not only does an article receive exposure at the time it appears in print but also, unlike any other publication in the realm of esthetic dentistry, it is accessible by an even larger audience of readers who search the *Index Medicus* through on-line vehicles such as PubMed.

For the past 8 years, it has been my honor and pleasure to serve as Editor in Chief of this fine *Journal*. During this time, owing to the efforts of an outstanding Editorial Board and *Journal* staff, the *Journal of Esthetic and Restorative Dentistry* (renamed in 1990) has introduced a number of popular features, achieved a heightened level of respectability, raised its standard of publication excellence, and has been adopted by nine esthetic dentistry organizations worldwide. Additionally, *JERD* has become an attractive vehicle for the publication of clinically relevant research papers, in addition to the

outstanding clinical papers that have been its hallmark for years.

Those of us associated with the *Journal* certainly are indebted to Mr. Brian Decker for his many years of dedicated support of the *Journal*, as well as his generous support of the many associated academies, such as the American Academy of Esthetic Dentistry and the International Federation of Esthetic Dentistry. Mr. Decker always fostered clinical excellence and the highest of ethical publication standards, often at the expense of potential monetary rewards. I expect that similar support will continue from Blackwell, and that the standard of excellence that has been the hallmark of our *Journal* will endure.

With the support and expertise of our new publisher, Blackwell Publishing, Inc, I am sure the *Journal* will continue to flourish. Blackwell is a very large and highly experienced company in the journal



industry, publishing approximately 900 journals worldwide, many of which are published by Munksgaard, which they own as well. Blackwell also has extensive experience with dental journals and is highly regarded in the dental industry.

My goal as Editor in Chief is to maintain the current level of clinical excellence reflected in the articles and continue to strengthen the academic base of the *Journal* through the increased inclusion of sound, clinically relevant research. A journal is only as good as the quality of the manuscripts submitted, so we will continue to make every effort to appeal to a broad spectrum of practitioners and academicians to be most successful. Additionally, each article will be followed by a *Commentary* feature that affords unique insights from a guest expert on the topics addressed in each article.

Over the past 8 years, we also have introduced a number of popular features. Each issue will begin with a *Perspectives* feature. This regular column will serve as a forum for

the Editor in Chief as well as for invited topic experts to discuss timely and salient issues relevant to esthetic dentistry. An *Ask the Experts* section, adroitly handled by Associate Editor Dr. Ed Swift, will continue to concisely answer vital and timely questions on a variety of esthetics and restorative dentistry-related topics. The highly successful *Critical Appraisal* section, also coordinated brilliantly by Associate Editor Dr. Ed Swift, will be continued, along with the invaluable summary called *The Bottom Line*.

Moreover, the *Talking with Patients* feature, coordinated by talented Assistant Editor Dr. Andre Ritter, will continue to discuss in laymen's terms the various aspects of esthetic and restorative dentistry. These features, coupled with a core of high-quality clinical, research, and review articles, should position the *Journal* as an invaluable publication resource for those interested in performing high-quality esthetic dentistry. Clearly, these features have been popular, as other publications have introduced similar features following our lead.

A *Masters of Esthetic Dentistry* section also will continue to appear periodically, featuring a different invited "Master." This feature will profile this individual and highlight his/her contributions to esthetic dentistry; it will also include a concise treatise or overview of a clinical procedure or topic.

With this issue of *JERD*, we are indeed experiencing "new beginnings" under the direction of a time-proven publisher, Blackwell Publishing, Inc. This publishing company has a long and rich history of publishing superb dental journals as part of its impressive portfolio of journals worldwide. I am very confident that with the support of our outstanding Editorial Board, and the expertise of Blackwell Publishing, Inc., *JERD* will build on its reputation for publishing exceptional articles and promoting clinical excellence.

Harald O. Heymann, DDS, MEd

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*Harald O. Heymann is the Editor in Chief of the Journal of Esthetic and Restorative Dentistry.*

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