

Perspectives

TWENTY YEARS AND GOING STRONG!

This year marks the 20th anniversary of the *Journal of Esthetic and Restorative Dentistry*, and with this milestone come major advancements in online technologies that would hardly have been fathomable when this journal was started. As noted previously in other “Perspectives” features, the inaugural issue of the *Journal of Esthetic Dentistry* (*JED*) was introduced in 1988 by Mr. Brian Decker, owner of B. C. Decker Publishing, Inc. (Figure 1). The *JED* was the first peer-reviewed journal devoted exclusively to what was, at that time, 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, the *JED* then was taken to even greater heights by Coeditors 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 Coeditors, this new level of credibility was

evidenced by its acceptance into *Index Medicus*, rendering the *Journal* searchable on MEDLINE and other search engines. Being searchable today with the various online search vehicles means that not only does an article receive exposure at the time it appears in print, but also, it is accessible by an even larger audience of readers who search the *Index Medicus* through online sites such as PubMed.

For the past 9 years, I have had the honor and privilege of serving as Editor in Chief of this fine journal. During this time, the *Journal of Esthetic and Restorative Dentistry* (*JERD*) (renamed in 1990) has introduced a number of popular features, achieved a heightened level of respectability, raised its standard of publication excellence, and been adopted as the official journal for a number of esthetic dentistry organizations worldwide. Additionally, the *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.

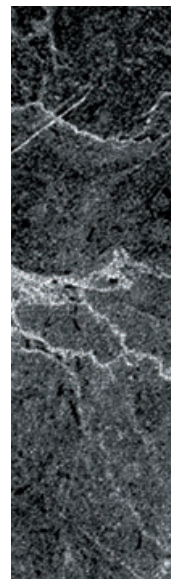
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Publishing, Inc., exciting new online innovations have been made possible that position the *Journal* for even greater growth and service to its subscribers.

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Figure 1. Inaugural issue of the original Journal of Esthetic Dentistry.

In 2007, the *Journal* also undertook a massive back issue digitization project, which converted print copies of the *Journal* into electronic editions that are now available on Blackwell Synergy. Personal, member, and certain institutional subscribers now have complete access to every issue of the *Journal* published since Volume 1, Issue 1. In addition, readers who wish to keep on top of current content can subscribe to a service that sends an e-mail notification with links to articles each time a new issue comes out. For more information about online content and free e-mail table of contents alerts, visit <http://www.blackwell-synergy.com/loi/JERD>.

Thank you for your support of the *Journal of Esthetic and Restorative Dentistry*!

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