On The Bookshelf

by Thomas Giacobbi, DDS, FAGD, Editorial Director, Dentaltown Magazine

There are many books written specifically for dentists; as the editorial director of Dentaltown Magazine I’m fortunate to receive advance copies to peruse. This month I’m sharing a few titles with you in case one of them meets a practical or personal need of yours. I have summarized the highs and lows of each book and provided contact information for your convenience. This column should not be considered an endorsement.

The Clinical Applications for the Er, Cr:YSGG Laser System by Dr. William Chen

Synopsis: The book is organized into nine sections including operative dentistry, pediatric dentistry, soft tissue procedures and oral surgery. Within each are a variety of procedures detailed step-by-step with full color illustrations, descriptions of what to expect as well as detailed settings for the laser.

My thoughts: If you own one of these lasers this book is a terrific reference. Visit www.chenlaserinstitute.com.

Dental Office Design: 1001 Practical Tips for Creating Your Ideal Dental Office by Patrick M. Crowley

Synopsis: This book breaks an office down into its individual components and addresses the anatomy of a construction project. Each chapter contains a list of items that serve as a checklist during your design preparation and review of architectural plans. This is advice from a seasoned professional, as the author has designed and built more than 450 offices.

My thoughts: This book identifies many unique design issues in a very clear and concise way. I especially like the short numbered entries. My only regret is that I did not discover this book before I built my practice. Visit www.dentallofficedesignbook.com.

The 4 Simple Secrets to Avoiding Life’s Big Financial Messtakes by Dr. Tom McCawley

Synopsis: The author defines “messtakes” as, “Mistakes, not learned from and repeated, create life’s messes.” This book is filled with quotes from Proverbs to highlight important points as well as dozens of true stories that illustrate important points.

My thoughts: If you are like me, the first thing you do with a book like this is look for the four secrets mentioned in the title. I will end the suspense here: 1. Earn, 2. Save, 3. Don’t Lose, 4. Enjoy. Of course you will need to read the book to get the details. This is a self-help book that has potential to connect with dentists as the author, a periodontist, understands the peculiarities of our profession. At the end of the day, all self-improvement comes down to your motivation to change, and Dr. McCawley makes a great guide. Visit www.lifesbigmesstakes.com.

Employee Embezzlement and Fraud in the Dental Office by Dr. Donald P. Lewis Jr.

Synopsis: The author – a once victim of embezzlement – has become a leading expert on this topic. The book looks at every conceivable angle of this damaging crime. Each chapter ends with a brief quiz, testing your comprehension. When you read this book you will have an opportunity to identify risky situations that exist in your practice as well as learn proper internal controls for prevention.

My thoughts: At first, I wasn’t sure if this was a dental book or a horror story. Too often, dental practices are targets for theft and embezzlement. The information is very detailed and is an important read for any small business owners. For more information, call 800-366-7004.

The Science of Creating Wealth by Dr. Michael Schuster

Synopsis: Dr. Schuster’s book tackles the difficult and common scenario that many dentists generate large incomes but do not create wealth. The book will provide a clear distinction between being rich vs. wealthy.

My thoughts: This book is a terrific gateway to Dr. Schuster’s courses and individualized training. His approach is not a get-rich-quick scheme, rather a focus on your practice as the best generator of wealth. Visit www.schustercenter.com.

As always, if there is an issue you would like me to address in my column, please e-mail: tom@dentaltown.com.