



On the Occasion of Quintessence Publishing's 60th Anniversary

With 2009 marking the 60th Anniversary of Quintessence Publishing Company, this editorial is dedicated to our publisher and his contribution to contemporary dentistry.

Mr Horst-Wolfgang Haase joined the family publishing business in 1970 and has used his tremendous intellect, imagination, and courage to seek new methods to disseminate pertinent dental information to the international community of dentistry. At our first meeting, I was immediately impressed with his energy and the rapidity of his decision-making process. Gerald Kramer and I proposed the concept of a multi-disciplinary journal to be attractive and provide cutting-edge information in multiple languages. It would not be sponsored by an organization and would rely on voluntary subscription that would require significant financial risk. Mr Haase recognized the need for this journal and almost immediately initiated the creative process.

This issue begins the 29th year of publication and as I reflect on almost three decades of working together, there has been only harmony and encouragement. Mr Haase has recognized the integrity of the project and never once interfered with editorial decisions. We now enjoy the opportunity to receive and publish authors who are the leaders in clinical dentistry and readers who represent elite practitioners throughout the world.

Mr Haase and Quintessence Publishing have led the way in exploring the introduction of new media outlets, as publishing has been changing as quickly as dentistry. Quintessence is represented in 14 countries with its own publishing houses and 7 others with licensed partners. It publishes 61 professional journals, 1,500 books, and more than 300 videos, DVDs, CD-ROMs, and multimedia programs by more than 3,000 authors in 15 languages. A pioneer in electronic media, Quintessence embarked on new media publication as early as 1980. Mr Haase's latest passion is the development of dynamic scopes of knowledge in dentistry and preparation for the semantic search of the Web 3.0 generation.

It is not necessary to embarrass Mr Haase by enumerating the many awards and recognitions dentistry has bestowed him. He has earned the right to enjoy endless, worldwide friendships, but the recent past has been punctuated by his son, Christian Haase, joining the firm and emerging as a new leader and force to further his accomplishments in the future.

Thank you, Mr Haase, for your support, inspiration, and foresight in dental publishing. I look forward to many more years of cooperation.

Myron Nevins, DDS
Editor-in-Chief