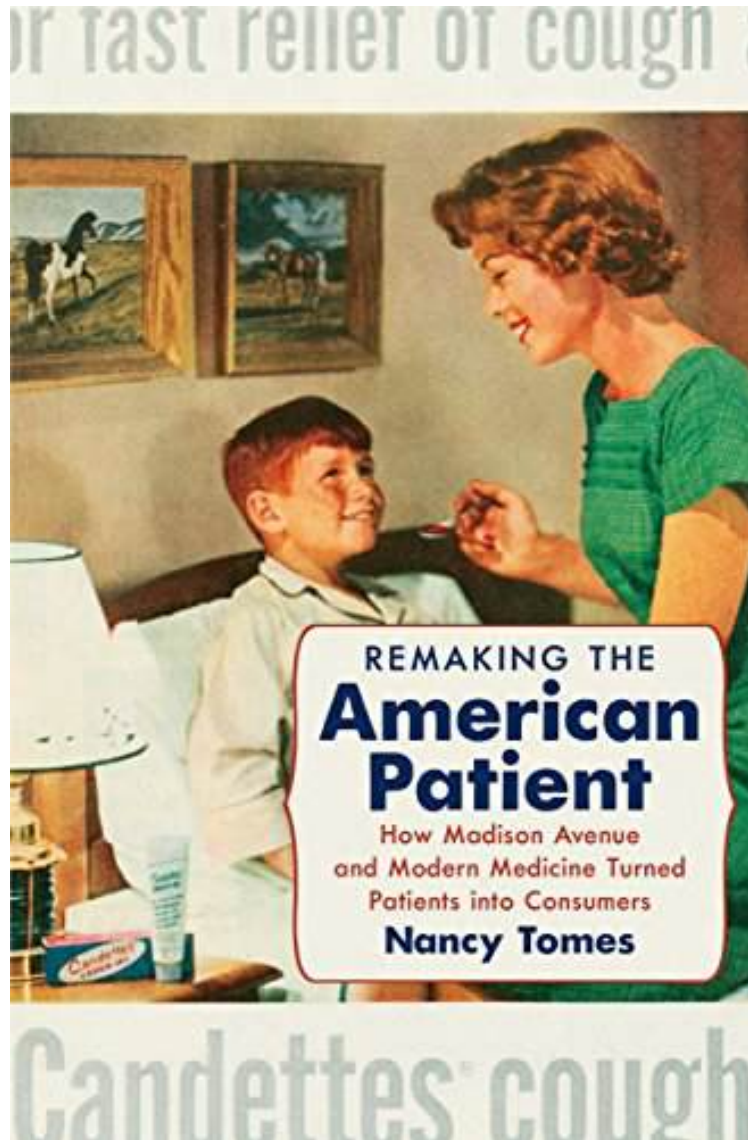


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admittedly hard to tackle such a huge subject and the author might not have In a work that spans the twentieth century Nancy Tomes questions the popular and largely unexamined idea that in order to get good health care people must learn to shop for it Remaking the American Patient explores the consequences of the consumer economy and American medicine having come of age at exactly the same time Tracing the robust development of advertising marketing and public relations within the medical profession and the vast realm we now think A nbsp fluent and immensely readable chronology minutely referenced instructive and ruefully entertaining New York Times This fascinating book will intrigue health care professionals and policymakers as well as interested lay read

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