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Up . . . ; 6 Who Profits from My Health?; Pharma-, Cosme-, and Nutri-
ceuticals; The News, It Is an Industry
The Entertainment IndustryBand-Aids, Crutches, and More - Oh My!;
Who Benefits from our Health Illiteracy?; Summing It Up . . . ; 7 What's
Politics Got To Do with It?; Medical Research and Disparities; Political
Agenda-setting and Priorities; Religious Agendas and Priorities; Medical
Associations and Lobbyists; Patient Advocacy; Summing It Up . . . ; 8 An
Agenda for the Twenty-first Century: Increase Informed Choice and
Consent, or "If I Ran the Circus . . ."; Make "Personalized Medicine"
Personal; Be Timely in the Telling; Fill in the Blanks
Track Your Health Report (. . . and Your Credit Report, Too)Stay Out of
"The Big Muddy"; Summing It Up . . . ; A Final Thought; References;
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Sommario/riassunto

Written by an award-winning researcher and professor whose work
straddles the fields of communication and healthcare, Talking About
Health explores the importance of health communication in the 21st
century, and how it affects us all. Organized around six key questions
about health and communication: How 'Normal' am I? What are My
'Risk' Factors? Why Don't We Get 'Care'? Is the Public Good 'Good' for
Me? Who Profits from My Health? and What's Politics Got to Do with It?
Provides readers with specific tools which which to bette
