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Nota di contenuto	Can there be too much of a good thing? the hazards of uncritically embracing medical advances -- What's the problem? don't we need lifesaving new treatments? -- Medical innovations and American culture: the call of the sirens -- Why more isn't always better: red herrings, side effects, and superbugs -- Why newer isn't always better: unpleasant surprises, recalls, and learning curves -- Social hazards: what we lose by uncritical use of new treatments -- How things really work: opinion makers and regulators of medical advances -- What will you swallow? how drug companies get you to buy more expensive drugs than you may need -- Making friends, playing monopoly, and dirty tricks: other industry strategies -- Stacking the deck? how to get the "right" answer in clinical research -- "Cancer cured--film at 11:00":

the media's role in disseminating medical advances -- Doctors and hospitals: fueling the drive for new and more -- Advocacy groups: Mother Teresa's waiting room -- Holes in the safety net: the FDA and the FTC -- Ineffective, inferior or needlessly costly new drugs -- Medical devices that disappoint -- Ineffective or needlessly extensive surgery -- Weight loss technology: shedding pounds from your waistline or your wallet? -- For doctors: evidence-based medicine -- For insurers and researchers: pay now or pay more later -- For all decision makers: getting value for money -- For government: regulatory approaches to improve the dissemination of medical innovations -- For consumers: shared decision making.

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