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Sommario/riassunto	This is the first book to examine the life and career of Dr. Joyce Brothers, a nearly ubiquitous figure who appeared on television from the mid-1950s (as a contestant on The 64,000 Question) through the twenty-first century. Known primarily for her insight as a psychologist, Brothers wrote a daily newspaper advice column for more than five decades until her death in 2013. The author situates Dr. Brothers within the context of the broader American culture, incorporating relevant social, cultural, and historical events into this biographical narrative.