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Titolo	Bizarre Medical Ideas : ... and the Strange Men Who Invented Them // by Edzard Ernst
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Nota di contenuto	Medical Progress and Its Innovators -- Medical Icons -- Alternative Medicine -- Reasons for the Popularity of Alternative Medicine -- The Humbug Score -- Albert Abrams – Inventor of Radionics -- Frederick Matthias Alexander – Inventor of the Alexander Technique -- Edward Bach – Inventor of the Bach Flower Remedies -- William Hope Fitzgerald – Rediscoverer of Reflexology -- Max Gerson – Inventor of the Gerson Therapy.
Sommario/riassunto	This book focuses on the individuals who invented specific forms of alternative medicine. Examples are Hahnemann (homeopathy), Still (osteopathy), Schulz (autogenic training). In total, about 40 such personalities are included in the book. They have all led unusual lives, and the book explores their journey towards their inventions. Certain characteristics seem to emerge: · They are all male! · Many originated from Europe · Most of them are white · Many gave their name to the therapy · Many inventions are relatively recent · Many inventors are not doctors · Most inventors claim to have found a panacea · Many adhere to vitalistic ideas · Almost all of the inventors are fully convinced of

their invention · Inventions are often based on personal experience · The inventions tend to be implausible even by the standards of their time The book explores all these themes and, where appropriate, contrasts them with the corresponding situation in conventional medicine.
