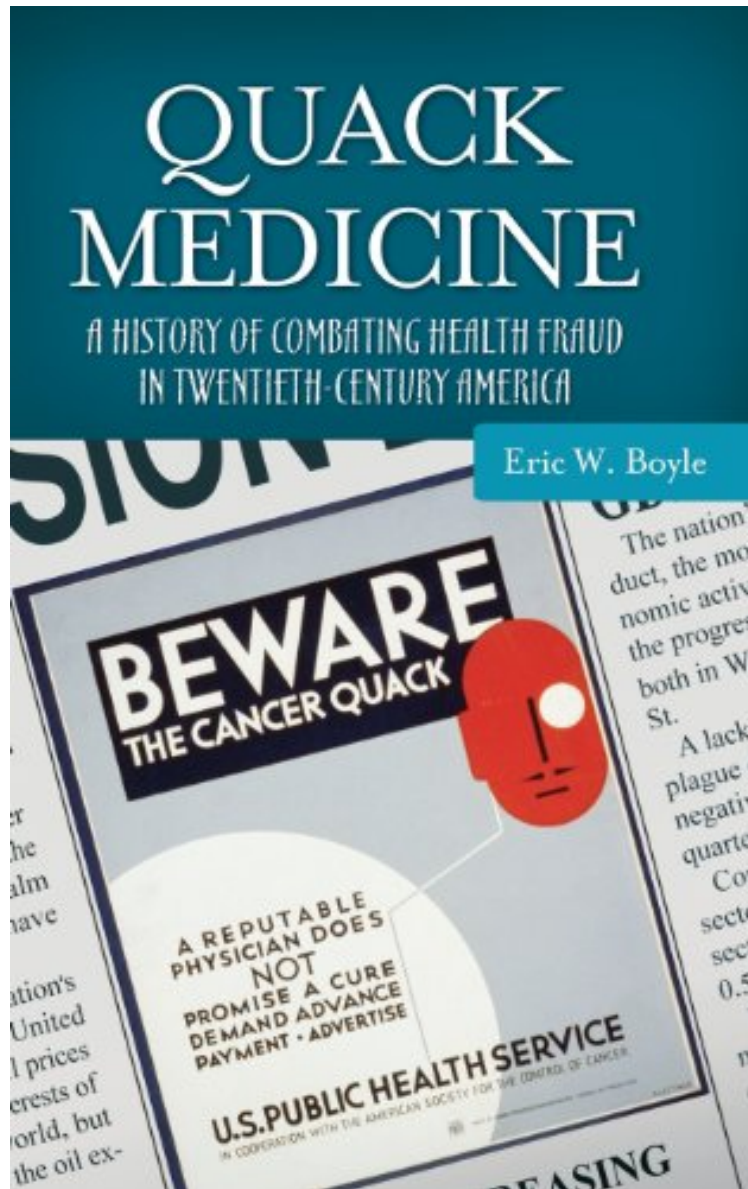


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# Quack Medicine: A History of Combating Health Fraud in Twentieth-Century America (Healing Society: Disease, Medicine, and History)

*Eric W. Boyle*

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worth my time, and all praised *Quack Medicine: A History of Combating Health Fraud in Twentieth-Century America* (Healing Society: Disease, Medicine, and History):

1 of 3 people found the following review helpful. Excellent Look at Quackery By Dr. Ph. This is an excellent look at quackery; it sets the reader up to understand why quackery is worse today than at any time in the past.

This timely volume illustrates how and why the fight against quackery in modern America has largely failed, laying the blame on an unlikely confluence of scientific advances, regulatory reforms, changes in the medical profession, and the politics of consumption. Previously unpublished images from medical almanacs and drug advertisements sent directly to doctors; Images of materials used by "quackbusters" in their public educational campaigns, including posters used by the AMA and anti-quackery pamphlets produced by governmental agencies

"The quality of this work, part of the *Healing Society: Disease, Medicine, and History* series, is exceptional; it will be a useful historical resource for library collections. Summing Up: Highly recommended. All readership levels." - Choice  
"Simply put, Eric Boyle's *Quack Medicine* is the best historical survey of "quackery" in America. Focusing on efforts to control, indeed, squash--quackery, which included most patent medicines and the various incarnations of sectarian practice, he even-handedly explores the dominant and sometimes hypocritical role played by the American Medical Association, which condemned alternative forms of treatment while greedily publishing their advertisements in its journal. In the latter decades of the twentieth century government agencies increasingly eclipsed the AMA in attempting to regulate the diverse medical marketplace." (Ronald L. Numbers, Hilldale Professor of the History of Science and Medicine at the University of Wisconsin-Madison)  
"Boyle pulls few punches in *Quack Medicine* and lands many. His cogent analysis of the history and impact of quackery in the USA should be required reading for policy makers. He supports well his contention that education is not enough to protect the public from fraudulent purveyors of 'health.'" (Gregory J. Higby, Executive Director, American Institute of the History of Pharmacy)  
About the Author Eric W. Boyle, PhD, is guest researcher in the Office of History at the National Institutes of Health, Bethesda, MD.