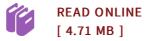




Alternative Medicine?: A History

By Associate Professor of the History of Medicine Roberta Bivins

Oxford University Press, United Kingdom, 2010. Paperback. Book Condition: New. 190 x 126 mm. Language: English . Brand New Book. Walk into the local health food shop or pick up today s paper and the chances are that you ll see adverts for acupuncture and herbal medicine, hypnotists and homeopaths. Some doctors and scientists mourn the lost lustre of mainstream medicine and complain about a new breed of irrational consumer. But what exactly is alternative medicine? Is the astonishing popularity of alternative and multicultural medicine really such a recent development? And, given the success story of modern biomedical science, why are alternative and traditional treatments now so fashionable? Has the impersonal chill of high-tech medicine driven consumers into the arms of charismatic quacks? Or is it the cost of western medicine that makes its competitors look so attractive? Do patients seek hope, holism, or just the thrill of rebellion? This book seeks answers to all these questions and more. Comparing the medical systems of China, India, and the west - both mainstream and alternative - Roberta Bivins shows how medical expertise has migrated from one culture to another. From acupuncture in Regency England to homeopathy in the Wild West,...



Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dominic Collins

This ebook could be worthy of a read through, and far better than other. I am quite late in start reading this one, but better then never. I realized this publication from my dad and i advised this publication to learn.

-- Stefan Von