



Me Medicine vs. We Medicine: Reclaiming Biotechnology for the Common Good (Paperback)

By Donna Dickenson

Columbia University Press, United States, 2016. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Personalized healthcare-or what the award-winning author Donna Dickenson calls Me Medicine -is radically transforming our longstanding one-size-fits-all model. Technologies such as direct-to-consumer genetic testing, pharmacogenetically developed therapies in cancer care, private umbilical cord blood banking, and neurocognitive enhancement claim to cater to an individual s specific biological character, and, in some cases, these technologies have shown powerful potential. Yet in others they have produced negligible or even negative results. Whatever is behind the rise of Me Medicine, it isn t just science. So why is Me Medicine rapidly edging out We Medicine, and how has our commitment to our collective health suffered as a result? In her cogent, provocative analysis, Dickenson examines the economic and political factors fueling the Me Medicine phenomenon and explores how, over time, this paradigm shift in how we approach our health might damage our individual and collective well-being. Historically, the measures of We Medicine, such as vaccination and investment in public-health infrastructure, have radically extended our life spans, and Dickenson argues we ve lost sight of that truth in our enthusiasm for Me Medicine. Dickenson explores how personalized medicine...



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Reviews

It is just one of my personal favorite book. I was able to comprehend every little thing out of this published e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

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This book is really gripping and interesting. Of course, it is actually perform, still an interesting and amazing literature. You will not truly feel monotony at whenever you want of your time (that's what catalogues are for concerning when you request me).

-- **Claud Schaden**