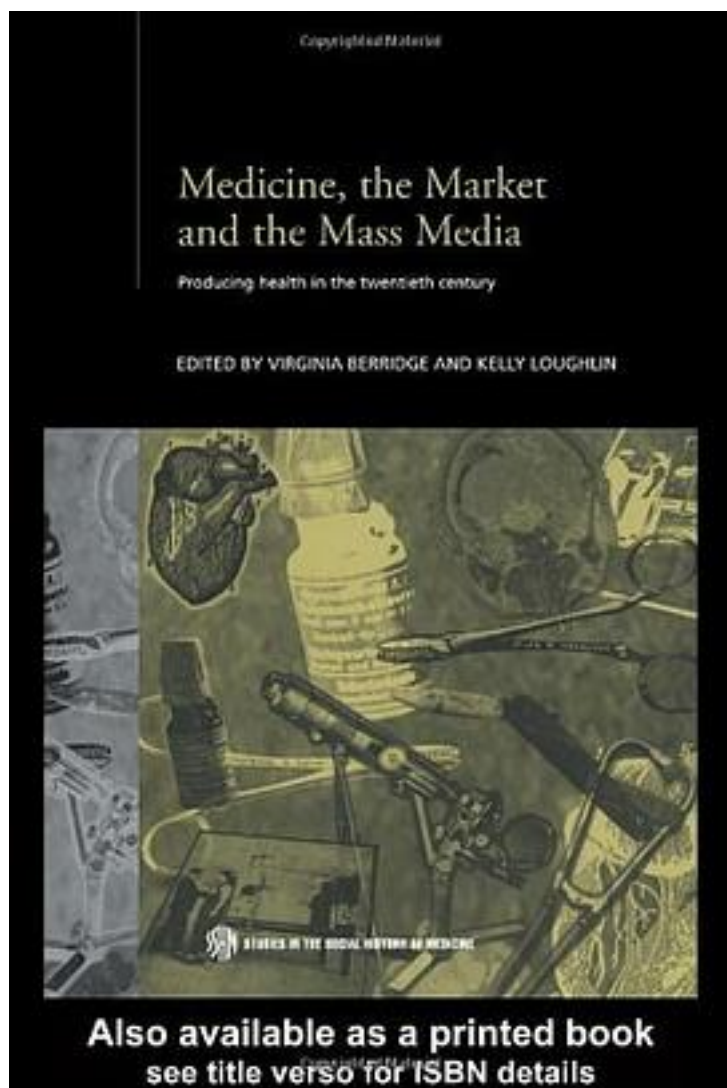


Medicine, the Market and the Mass Media



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This collection opens up the post war history of public health to sustained research-based historical scrutiny. "Medicine, the Market and the Mass Media" examines the development of a new view of 'the health of the public' and the influences which shaped it in the post war years. Taking a broad perspective, the book examines developments in Western Europe, and the relationships between Europe and the US. The essays look at the dual legacy of social medicine through health services and health promotion, and analyse the role of mass media along with the connections between public health and industry. This international collection will appeal to public health professionals, students of the history of medicine and of health policy.

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