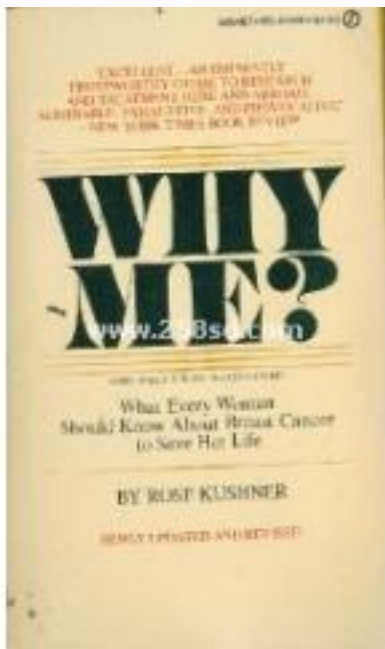


Why Me



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著者:

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Why Me? was published under a different title in September 1975. The reason for changing the title is so complicated that it could--and probably will--fill another book, but it can be summarized by one word: "denial." Women won't be afraid to be seen buying a book called Why Me?; they won't be ashamed to be seen carrying it or reading it on buses or under the dryer in a beauty shop. They won't be embarrassed to have it on their night tables next to Drs. Spoek and Reuben. A book called Why Me? can be a book about anything. One of my earliest discoveries of denial came with the publication of the hardcover edition. Soon after it went on sale, the hostess on a TV talk show told me, "I would never have read your book if I hadn't been assigned to do it." A newspaper reporter said, "I put another jacket on it" so I could read it on

the subway. In a bookstore a salesperson told me that several women had asked her to bag the book and bring it to them at the cash register for payment; they didn't want anyone to spot them buying it. No longitudinal or latitudinal surveys were needed to show that while women are ready to read about vaginal deodorants soft bowel movements and rape we aren't ready for a book boldly titled Breast Cancer. So I knew immediately that the first updating revisions that would have to be made would involve the psychoemotional aspects of this disease. I hadn't known how serious denial is in every step of detection and treatment of breast cancer. Denial is the mechanism that keeps women from learning anything about symptoms; it prevents them from going (heir b ~ s. from go{rig to a doctor immediately and from accepting treatment when the diagnosis is finally made. In extreme instances denial can even make it possible for a woman to stop feeling or seeing a symptom entirely. As I said the details of denial could fill a book. Publication of a book makes its author an instant expert;

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