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# **The Strategy Of Preventive Medicine (Oxford Medical Publications)**



## Synopsis

This book explores and analyzes the options for preventive medicine, considered from various viewpoints - epidemiological, sociological, political, practical, and ethical. The uniting theme is the concept of health as an issue for populations as well as for individuals. This has applications throughout medicine and these are illustrated by a wide range of examples. The book will be valuable to professionals and students in public health, epidemiology and health economics. It will also be of interest to health service managers and planners, clinicians interested in prevention, and all those concerned with health as a public issue.

## Book Information

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## Customer Reviews

‘This book is a gem. In it, Professor Geoffrey Rose presents eloquently and succinctly the case for prevention. The strategy of preventive medicine covers the principles of preventive medicine in an admirably lucid way, with illustrative examples... this book should be required reading for all involved - policy makers as well as all those in health care professions. It should be in every practice library.’  
British Journal of General Practice  
‘In this book he pulls off the difficult trick of explaining the development of these ideas lucidly and non-technically but without over-simplification. Their importance for the formulation of strategies for preventing ill health is clear.’ Times Higher Education Supplement  
He sets out clearly the arguments and the scientific basis for preventive approaches to disease, stressing that it is necessary to involve the whole population, not only those who are at

high risk of developing a particular condition. Professor Rose's book will provide a useful tool for those who will implement this strategy.' This is an interesting book and should be available in Public Health Departments. It has all the signs of being a future classic and will probably be quoted extensively.' Public Health`This book will be of interest to all concerned with the prevention of mass diseases. The arguments put forward in the book are strong and some are beginning to achieve wide currency. The book is a challenge, to the epidemiologist, to the public health physician, and to the politician, to test the population strategy of disease prevention in practice.' Journal of Epidemiology and Community Health`[A] slim and succinct volume... This stimulating book will be of interest to all concerned with disease prevention, and it should become essential reading for aspiring public health physicians. It is also a challenge to politicians and those who make easy reference to the importance of prevention.' Journal of Public Health Medicine`Strategy of Preventive Medicine is a passionate train of thought by an experienced epidemiologist who understands the ultimate goals of the discipline. It is both pleasant and challenging reading, and should interest all present and future public health practitioners... the book should interest academic epidemiologists who spend most of their time discussing and developing increasingly sophisticated statistical techniques... Whether or not one agrees with all of Rose's points, work should stimulate discussion about the relevance of the objectives and methods of epidemiologic research with regard to improving the health of the population. Hopefully, this book will convince many that only through a collective endeavor will findings from epidemiologic research be translated into substantial improvement in the population's health.' American Journal of Epidemiology`A formidable achievement... beautifully written and a joy to read... It is delightful, exciting and stimulating. I think that this book will have a profound effect in making the practical value of epidemiology accessible to a wide and important audience. This book should be very widely read and should be on the shelves of all clinicians, epidemiologists, public health workers and health service managers who claim to lead and to be on top of their discipline.' International Journal of Epidemiology`The present book is an excellent opportunity to fill the gaps in knowledge that exist within the medical community... the book is essential reading for all of us who teach or practice in prevention-related areas.'

PMR`Geoffrey Rose has written a book which is a timely reminder that clinical medicine and the high risk strategy it engenders provide a blinkered and narrow view of ill-health and its causes. This is no ordinary medical text on disease prevention. It is logical, idiosyncratic and personal.'

Network

Geoffrey Rose is at London School of Hygiene and Tropical Medicine.

Geoffrey Rose has taken an entirely new angle on health and disease in populations. He argues persuasively that human risk factors for disease (such as hypertension) fall on a natural bell-shaped curve, and that to prevent disease we are far better off shifting the entire curve than focusing our efforts on people identified as "high risk". His ideas are referred to by many; this is the book in which they are laid out.

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