



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

By Donna Dickenson

Columbia University Press, United States, 2013. Hardback. Condition: New. 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 illustrates...



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