



Rose's Strategy of Preventive Medicine (2nd Revised edition)

By Geoffrey Rose

Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Rose's Strategy of Preventive Medicine (2nd Revised edition), Geoffrey Rose, The Strategy of Preventive Medicine, by Geoffrey Rose, first published in 1993 remains a key text for anyone involved in preventive medicine. Rose's insights into the inextricable relationship between ill health, or deviance, in individuals and populations they come from, have transformed our whole approach to strategies for improving health. His personal and unique book, based on many years research, sets out the case that the essential determinants of the health of society are to be found in its mass characteristics. The deviant minority can only be understood when seen in its societal context, and effective prevention requires changes which involve the population as a whole. He explores the options for prevention, considering them from various viewpoints - theoretical and scientific, sociological and political, practical and ethical. The applications of his ideas are illustrated by a variety of examples ranging from heart disease to alcoholism to road accidents. His pioneering work focused on a population wide approach to the prevention of common medical and behavioural disorders has become the classic text on the subject. This reissue brings the original text to...

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