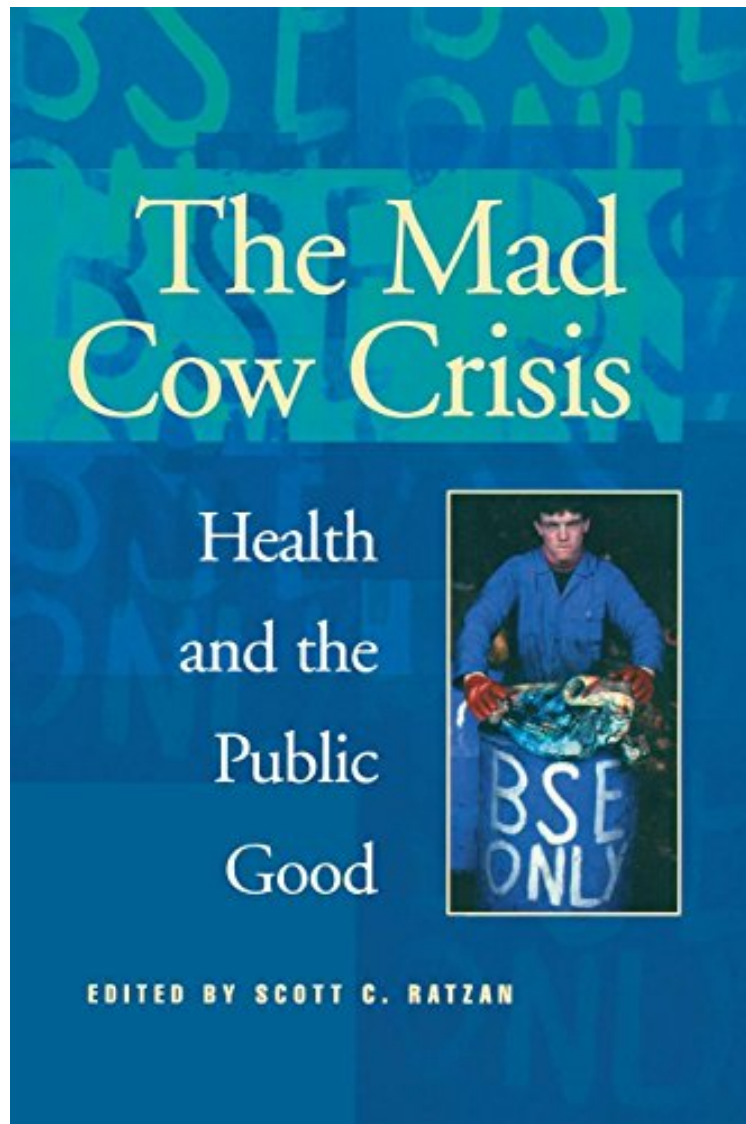


[Download] Mad Cow Crisis: Health and the Public Good (Intellectual History)

## Mad Cow Crisis: Health and the Public Good (Intellectual History)

*Scott C. Ratzan*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



+

READ ONLINE

#9409054 in Books Scott Ratzan 1998-02-01 1998-02-01Original language:EnglishPDF # 1 9.02 x .59 x 5.981, 1.00 #File Name: 081477511X272 pagesMad Cow Crisis Health and the Public Good | File size: 73.Mb

**Scott C. Ratzan : Mad Cow Crisis: Health and the Public Good (Intellectual History)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mad Cow Crisis: Health and the Public Good (Intellectual History):

2 of 2 people found the following review helpful. This book is not for everyone...By JRWhile this book is not for everyone, I would recommend it for researchers who want more objective information on the British BSE situation. It

was written before a confirmed case of the disease was found in the U.S., but still provides valuable background on the European development of the issue. The two chapters providing a content analysis of both the British and American media's framing of the disease were particularly helpful. 3 of 5 people found the following review helpful. Save Your Money By A Customer If you want to buy a book about mad cow diseases, check out *Deadly Feasts* or *Mad Cow USA*. This book edited by Ratzan is a disappointing hodge podge, disjointed and not interesting. 10 of 14 people found the following review helpful. I wasted my money By A Customer Many of the references were incorrect. Especially, the chapters on the scientific perspectives of BSE.

In the spring of 1996, when numerous reports of bovine spongiform encephalopathy, popularly known as "mad cow disease," coincided with an outbreak of a similar neuropathological disease in humans, a panic spread across Britain, Europe, and subsequently to the United States. Described as "the biggest crisis the European Union ever had," the mad cow controversy raised important issues about the ways in which risks to the public health are assessed, disseminated, and controlled. Was the "epidemic" merely a failure of management, the lessons of which could be incorporated into a new strategy for dealing with public anxiety? Was it an isolated case of poor decision-making in a highly volatile economic sector, or was it the kind of nightmare that could face any government responsible for public safety? And what role did the media play in exacerbating an already spiraling crisis? Divided into four major sections— "Scientific/Historical Perspectives"; "Politics as Health"; "Understanding the Crisis"; and "Lessons and Possibilities"— *Mad Cow Crisis* assembles the perspectives of a range of experts on this strange and frightening phenomenon, with a view to helping us comprehend how and why such crises occur. Both a careful consideration of how we interpret risk and uncertainty and a step-by-step guide to managing public fear, this important book will interest anyone concerned with public health, communication, science, economics, and medicine.

"A deeply engaging work. I am enormously impressed with the archival research and oral interviews this book represents. Exceptionally well-done." -Kenneth J. Heineman, author of *Campus Wars: The Peace Movement at State Universities in the Vietnam Era* About the Author Scott C. Ratzan is Assistant Professor at Emerson College's Division of Communication Studies and Tufts University School of Medicine's Department of Family Medicine and Community Health. He is Editor in Chief of the *Journal of Health Communication*.