



Propaganda in the Helping Professions

Eileen Gambrill

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Propaganda in the helping professions has grown by leaps and bounds in recent decades, with alarming implications for clients and their families, as well as the professionals who try to help them. There is a fog that has been generated by corporate interests and organizations attempting to sell their services and products to desperate or poorly educated consumers. *Propaganda in the Helping Professions* is a guide to lifting the confusion. From phrenology to institutional crib-beds for adult psychiatric patients, from Roman bird-beak masks to drugs designed to combat overurination, readers are taken on a tour across the centuries of egregious practices of professionals and quacks including the present-day medicalization of our lives. The author, one of the field's most relentless critics of fads, phonies, and fallacies, shows readers how to think critically about both research and advertising in order to deliver effective services to clients and not be bamboozled by bogus claims about alleged problems, risks, and remedies.

Incisive, interesting, eminently readable, and passionately argued, this book places responsibility for client well-being both on consumers--to raise questions--and on the professionals who claim to help them--to accurately answer them.

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