

*"David Zigmond's writings are from several decades providing personal care as a medical practitioner. With rich, vivid and often playful language he explores the human meaning of symptoms and illnesses, and then how these are often driven out by our increasing managerialism, marketisation and systemisation. This remarkable book will invigorate anyone interested in the personal meaning or politics of healthcare."*

Professor André Tylee, Chair of Primary Care Mental Health,  
Institute of Psychiatry, London

*"This beautifully thoughtful book captures a wealth of experience and humanity. I strongly recommend it to all healthcare practitioners. Be prepared to join the revolution!"*

Professor Sue Wheeler, Department of Counselling and Psychotherapy,  
University of Leicester



While our technology gets ever better, our human contact and understanding get worse? How does this happen in our healthcare, and what is its cost?

This anthology draws from nearly forty years' writing that describes and dissects encounters on the frontline of the NHS. The complicated problems and situations are captured in language that is wry, lyrical and trenchant.

Beneath the very wide range of subjects lie the basic questions of welfare and social psychology: What do other people want and need? How do we (think we) know? Who decides, and how? This book's unusual perspectives challenge many of our now dangerously sleep-walked maxims.



**David Zigmond** draws from his long career as a small-practice NHS GP, a large hospital psychiatrist and psychotherapist. He helped found the British Holistic Medical Association and has long contributed to their ideas and journal.

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