

# Meaning Medicine And The Placebo Effect: A Revolutionary Look at How Our Beliefs Can Heal Us

In her groundbreaking book, *Meaning Medicine And The Placebo Effect*, Dr. Lissa Rankin explores the power of our beliefs to heal us. Drawing on cutting-edge research, Dr. Rankin shows how our thoughts and emotions can influence our physical health, and how we can use this knowledge to improve our well-being.



## Meaning, Medicine and the 'Placebo Effect' (Cambridge Studies in Medical Anthropology Book 9)

by Daniel E. Moerman

★★★★☆ 4.6 out of 5

Language : English

File size : 4046 KB

Screen Reader : Supported

Print length : 172 pages



The placebo effect is a well-documented phenomenon in which patients experience a positive outcome from a treatment that is not actually effective. This effect is often attributed to the power of belief, and Dr. Rankin's research suggests that this is only part of the story.

She argues that the placebo effect is not simply a matter of wishful thinking. Instead, it is a complex interaction between our mind, body, and environment that can lead to real and lasting changes in our health. She

cites studies that have shown that placebos can be just as effective as traditional medical treatments for conditions such as pain, depression, and allergies.

Dr. Rankin's book is not simply a theoretical treatise on the power of belief. She also provides practical advice on how we can harness this power to improve our own health. She encourages us to pay attention to our thoughts and emotions, and to make choices that are in line with our values and beliefs.

She also emphasizes the importance of gratitude, compassion, and forgiveness. These emotions, she says, can help us to create a positive and healing environment both within ourselves and in our relationships with others.

Meaning Medicine And The Placebo Effect is a powerful and inspiring book that has the potential to change the way we think about health and healing. Dr. Rankin's research shows that we have the ability to heal ourselves, and her book provides us with the tools we need to do so.

If you are interested in learning more about the power of your mind to heal your body, I highly recommend reading Meaning Medicine And The Placebo Effect. It is a book that will change the way you think about health and healing, and it will empower you to take control of your own well-being.

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### **About the Author**

Dr. Lissa Rankin is a physician, speaker, and author. She is the founder of the Whole Health Medicine Institute, a non-profit organization that provides education and support for people who are interested in integrating mind-body-spirit principles into their healthcare. Dr. Rankin is the author of several books, including *Meaning Medicine And The Placebo Effect*, *Mind Over Medicine*, and *The Anatomy of a Calling*.

### **Free Download Your Copy Today**

*Meaning Medicine And The Placebo Effect* is available now on [Our Book Library.com](#) and at all major bookstores. Free Download your copy today and start your journey to healing.

# Placebo Effect

The positive response to a treatment without active substances

Sugar > Injections > Pills

Gold > Silver > color > white

Nocebo: the negative responses to an inactive ingredient

## In Research

control group response is not all placebo



## In Clinical Practice

Ampify benefits with:  
enthusiasm about treatment  
(good communication, listening skills, warmth,  
a good reputation)

## In Vivo

importance of non-pharmacological  
interventions: quality, consistency,  
general factors, context  
effectiveness



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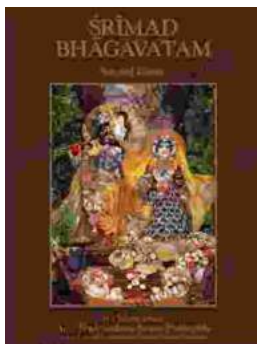
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