



# Persuasion and Healing: A Comparative Study of Psychotherapy

By Jerome D. Frank MD PhD, Julia B. Frank MD

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**Persuasion and Healing: A Comparative Study of Psychotherapy** By Jerome D. Frank MD PhD, Julia B. Frank MD

This popular study of "psychological healing" treats topics ranging from religious revivalism and magical healing to contemporary psychotherapies, from the role of the shaman in nonindustrialized societies to the traditional mental hospital. Jerome and Julia Frank (who are father and daughter) contend that these therapies share common elements that improve the "morale" of sufferers. And in combating the "demoralizing meaning" that people attach to their experiences, the authors argue, many therapies are surprisingly similar to rhetoric (the art of persuasion) and to hermeneutics (the study of meanings).

Highly acclaimed in previous editions, *Persuasion and Healing* has been completely revised and expanded. In addition to a broadened exploration of the role of demoralization in illness, this latest edition offers updated information on topics including self-help, family therapy, psychopharmacology, psychotherapy for the mentally ill, and techniques such as primal therapy and bioenergetics. As they explore the power of "healing rhetoric" in these activities, the authors strengthen the ties among the various healing professions.

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**Persuasion and Healing: A Comparative Study of Psychotherapy By Jerome D. Frank MD PhD, Julia B. Frank MD Bibliography**

- Sales Rank: #231983 in Books
- Brand: Brand: Johns Hopkins University Press
- Published on: 1993-03-01
- Released on: 1993-03-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x .83" w x 6.25" l, 1.00 pounds
- Binding: Paperback
- 366 pages



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## **Editorial Review**

### **Review**

Anyone treating patients or engaging in clinical research to develop new drug or psychosocial treatments should take a few hours to absorb, once again, the brilliance of *Persuasion and Healing*.

*(American Journal of Psychiatry)*

The third edition of this creative integration and critical analysis of the vast literature on psychotherapy stands as a new and authentic contribution.

*(Journal of Nervous and Mental Disease)*

Lucid, literate, and persuasive, *Persuasion and Healing* was a classic then, and remains one now.

*(British Journal of Psychiatry)*

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#### **Karen Arsenault:**

Why? Because this Persuasion and Healing: A Comparative Study of Psychotherapy is an unordinary book that the inside of the publication waiting for you to snap that but latter it will distress you with the secret that inside. Reading this book next to it was fantastic author who write the book in such remarkable way makes the content inside of easier to understand, entertaining means but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This excellent book

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