



Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans

Wendell Potter

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In June 2009, Wendell Potter made national headlines with his scorching testimony before the Senate panel on health care reform. This former senior VP of CIG NA explained how health insurers make promises they have no intention of keeping, how they flout regulations designed to protect consumers, and how they skew political debate with multibillion-dollar PR campaigns to mislead the press and public. Potter had walked away from a six-figure salary and two decades as an insurance executive because he could no longer abide the routine practices of an industry where the needs of sick and suffering Americans take a backseat to the bottom line-leading Michael Moore to call him "the Daniel Ellsberg of corporate America."

In *Deadly Spin*, Potter takes readers behind the scenes to show how a huge chunk of our absurd health care spending actually bankrolls a propaganda campaign and lobbying effort focused on protecting one thing: profits. Potter shows how relentless PR assaults play an insidious role in our political process anywhere that corporate profits are at stake-from climate change to defense policy. *Deadly Spin* tells us why- and how-we must fight back.

Praise for *Deadly Spin*:

"The health insurance industry's worst nightmare."-**Portfolio.com**

"A gripping indictment."-**Kate Pickert, Time**

"Wendell Potter is a straight shooter-and he hits the bulls-eye here with an exposé of corporate power that reveals why real health care reform didn't happen, can't happen, and won't happen until that power is contained."-**Bill Moyers**

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Richard Cassidy:

Precisely why? Because this Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans is an unordinary book that the inside of the book waiting for you to snap it but latter it will surprise you with the secret the item inside. Reading this book alongside it was fantastic author who write the book in such amazing way makes the content inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of advantages than the other book include such as help improving your skill and your critical thinking way. So , still want to hold up having that book? If I have been you I will go to the publication store hurriedly.

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Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans can be one of your beginning books that are good idea. Many of us recommend that straight away because this reserve has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort that will put every word into joy arrangement in writing Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans but doesn't forget the main point, giving the reader the hottest in addition to based confirm resource info that maybe you can be considered one of it. This great information can easily drawn you into completely new stage of crucial imagining.

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