



Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America

By Deborah Sullivan

Download now

Read Online →

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America

By Deborah Sullivan

Cosmetic surgery is big business. With demand rising, this commercial medical practice has become a modern body custom. To explain the emergence and growth of this demand, Deborah A. Sullivan looks beyond the cultural imperatives of appearance and examines the market dynamics inherent in the business and politics of cosmetic surgery. In so doing, she also considers the effect of commercialization on the medical profession.

After reviewing prevailing beauty ideals, Sullivan looks at the social, psychological, and economic rewards and penalties resulting from the way we look. Following a historical overview of the technological advances that made cosmetic surgery possible, she explores the relationship between improved surgical techniques and the resulting increased demand; she also examines the ensuing conflict within the profession over recognition of commercial cosmetic surgery as a specialty. Among the topics covered are sensitive areas such as physician advertising, unregulated practice, and ambulatory surgery, and the consequences of commercialism on medical judgment. Finally, she reveals how physicians and their professional organizations have shaped the ways in which cosmetic surgery is presented in advertisements and women's magazines that would promote patient demand.

 [Download Cosmetic Surgery: The Cutting Edge of Commercial M ...pdf](#)

 [Read Online Cosmetic Surgery: The Cutting Edge of Commercial ...pdf](#)

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America

By Deborah Sullivan

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan

Cosmetic surgery is big business. With demand rising, this commercial medical practice has become a modern body custom. To explain the emergence and growth of this demand, Deborah A. Sullivan looks beyond the cultural imperatives of appearance and examines the market dynamics inherent in the business and politics of cosmetic surgery. In so doing, she also considers the effect of commercialization on the medical profession.

After reviewing prevailing beauty ideals, Sullivan looks at the social, psychological, and economic rewards and penalties resulting from the way we look. Following a historical overview of the technological advances that made cosmetic surgery possible, she explores the relationship between improved surgical techniques and the resulting increased demand; she also examines the ensuing conflict within the profession over recognition of commercial cosmetic surgery as a specialty. Among the topics covered are sensitive areas such as physician advertising, unregulated practice, and ambulatory surgery, and the consequences of commercialism on medical judgment. Finally, she reveals how physicians and their professional organizations have shaped the ways in which cosmetic surgery is presented in advertisements and women's magazines that would promote patient demand.

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan **Bibliography**

- Sales Rank: #3786802 in Books
- Brand: Brand: Rutgers University Press
- Published on: 2000-12-01
- Original language: English
- Number of items: 1
- Dimensions: 8.94" h x .63" w x 5.97" l, .91 pounds
- Binding: Paperback
- 256 pages

 [Download Cosmetic Surgery: The Cutting Edge of Commercial M...pdf](#)

 [Read Online Cosmetic Surgery: The Cutting Edge of Commercial ...pdf](#)

Download and Read Free Online **Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America** By Deborah Sullivan

Editorial Review

Review

"...Sullivan makes one think very hard about the path we are all treading." - -- *Sander L. Gilman, author of Making the Body Beautiful: A Cultural History of Aesthetic Surgery*

"An incisive look at the medicalization of beauty..." - -- *Margaret Lock, author of Encounters with Aging: Mythologies of Menopause in Japan and North America*

From the Back Cover

Cosmetic surgery is big business in America. With demand rising this medical practice has become a modern body custom. To explain the emergence and growth of this demand, Deborah A. Sullivan looks beyond the cultural imperatives of appearance and examines the market dynamics inherent in the business and politics of cosmetic surgery. In so doing, she also considers the effect of commercialization on the medical profession.

Users Review

From reader reviews:

Donna Cancel:

Have you spare time for the day? What do you do when you have considerably more or little spare time? Yeah, you can choose the suitable activity to get spend your time. Any person spent their very own spare time to take a walk, shopping, or went to the particular Mall. How about open or perhaps read a book called *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America*? Maybe it is to become best activity for you. You know beside you can spend your time using your favorite's book, you can smarter than before. Do you agree with its opinion or you have some other opinion?

Maryann Carson:

The book *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* can give more knowledge and also the precise product information about everything you want. Exactly why must we leave the good thing like a book *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America*? Wide variety you have a different opinion about guide. But one aim that will book can give many data for us. It is absolutely right. Right now, try to closer using your book. Knowledge or information that you take for that, you may give for each other; you could share all of these. Book *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* has simple shape however you know: it has great and big function for you. You can look the enormous world by start and read a book. So it is very wonderful.

Sandra Davis:

A lot of people always spent all their free time to vacation or maybe go to the outside with them household or their friend. Do you know? Many a lot of people spent they free time just watching TV, or playing video

games all day long. If you need to try to find a new activity this is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you just read you can spent the whole day to reading a reserve. The book *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* it is extremely good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. When you did not have enough space to bring this book you can buy often the e-book. You can m0ore effortlessly to read this book from the smart phone. The price is not to fund but this book offers high quality.

Thomas Ellis:

This *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* is new way for you who has attention to look for some information given it relief your hunger of information. Getting deeper you onto it getting knowledge more you know or else you who still having bit of digest in reading this *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* can be the light food for yourself because the information inside this book is easy to get by means of anyone. These books acquire itself in the form that is certainly reachable by anyone, sure I mean in the e-book application form. People who think that in guide form make them feel sleepy even dizzy this publication is the answer. So there isn't any in reading a publication especially this one. You can find actually looking for. It should be here for an individual. So , don't miss that! Just read this e-book type for your better life and knowledge.

**Download and Read Online *Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America* By Deborah Sullivan
#LK50UFAH1VO**

Read Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan for online ebook

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan books to read online.

Online Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan ebook PDF download

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan Doc

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan Mobipocket

Cosmetic Surgery: The Cutting Edge of Commercial Medicine in America By Deborah Sullivan EPub