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THE CREATIVE DESTRUCTION OF MEDICINE

How the DIGITAL REVOLUTION will CREATE BETTER HEALTH CARE

Earphones Award
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ERIC TOPOL, M.D.
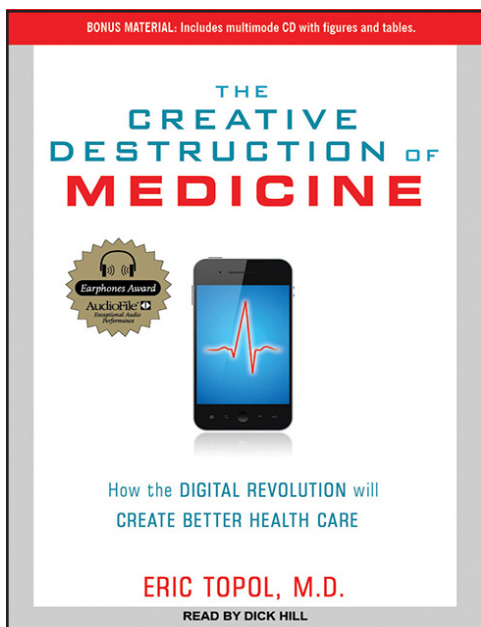
READ BY DICK HILL

Read by Dick Hill
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Eric Topol, M.D., is professor of innovative medicine and the director of the Scripps Translational Science Institute in La Jolla, California. Trained at Johns Hopkins University, he conducted one of the first trials of a genetically engineered protein for treating heart attacks, and was the founder of the world's first cardiovascular gene bank at the Cleveland Clinic.

Author's residence: La Jolla, CA

Reader of over four hundred audiobooks, **Dick Hill** has won three coveted Audie Awards and been nominated numerous times. He is also the recipient of several *AudioFile* Earphones Awards. *AudioFile* includes Dick on their prestigious list of Golden Voices.

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Toll Free 877.782.6867
Fax 888.782.7821
www.tantor.com

Tantor Audio
2 Business Park Road
Old Saybrook, CT 06475

Eric Topol, M.D.
The Creative Destruction of Medicine
How the Digital Revolution Will Create Better Health Care

Eric Topol, M.D., provides a practical view of healthcare from a patient's perspective and explains how the advent of wireless internet, individual data, and personal genomics will revolutionize the future of medicine.

Until very recently, if you were to ask most doctors, they would tell you there were only two kinds of medicine: the quack kind, and the evidence-based kind.

Well, Eric Topol isn't most doctors, and he suggests you entertain the notion of a third kind of medicine, one that will make the evidence-based state-of-the-art stuff look scarcely better than an alchemist trying to animate a homunculus in a jar. It turns out plenty of new medicines actually end up revealing most of their problems only once they get out in the real world, with millions of people with all kinds of conditions mixing them with everything in the pharmacopeia. The unexpected interactions of drugs, patients, and diseases can be devastating. And the clear indicators of success often turn out to be minimal, often as small as one fewer person dying out of a hundred (or even a thousand), and often at exorbitant cost. How can we avoid these dangerous interactions and side-effects? How can we predict which person out of a hundred will be helped by a new drug, and which fatally harmed? And how can we avoid having to need costly drugs in the first place?

As Topol argues in *The Creative Destruction of Medicine*, it's by bringing the era of big data to the clinic, laboratory, and hospital, with wearable sensors, smartphone apps, and whole-genome scans providing the raw materials for a revolution. Combining all the data those tools can provide will give us a complete and continuously updated picture of every patient. With an optimism matched only by a realism gained through twenty-five years in a tough job, Topol proves the ideal guide to the medicine of the future—medicine he himself is deeply involved in creating.

MARKETING

- #1 Amazon medical bestseller
- Professor of innovative medicine and director of the Scripps Translational Science Institute

PRAISE FOR *A CREATIVE DESTRUCTION OF MEDICINE*

"With his mature-sounding voice, Dick Hill creates an appealing performance that conveys wonder and curiosity about this cutting-edge summary of how digital technology will change health care." —*AudioFile*

"Topol weaves useful knowledge about how to evaluate the choices open to patients into this exciting account of the revolutionary changes we can expect." —*Kirkus*

"Eric Topol outlines the creative destruction of medicine that must be led by informed consumers."

—Mehmet Oz, M.D.