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The Placebo Effect in Manual Therapy

Brian Fulton, Ruth Werner

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Numerous studies have made the ‘placebo effect’ the most-studied healing phenomenon known to mankind. In The Placebo Response in Manual Therapy Brian Fulton has drawn on these studies to provide an essential resource for all practitioners who work on a one to one basis with their clients. Those manual therapists who learn from this book will find that their new understanding can lead to improved clinical outcomes for their clients.
The Placebo Response in Manual Therapy presents a knowledge-based approach to augmenting your patients’ own healing systems. It explains how to:
maximize the placebo response in your patients, using knowledge from 60 years of research
“turn on” an individual’s inner healing system, even with challenging patients
increase your success rate and your patients’ health outcomes within your current methods of practice
use the client-practitioner relationship as a ‘technique’ for improving health outcomes in your patients based on research concerning the therapeutic encounter.
The placebo effect of touch is an important factor in the effectiveness of all manual therapy treatments. However most manual therapists are not taught how to make use of the placebo response and many remain unaware of its potential and unsure of how to harness it as part of their therapy. This book is for them.

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Dennis Bloom:

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