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Deadly Spin An Insurance Company

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Deadly Spin: An Insurance Company Insider Speaks Out on ...

Deadly Spin An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans Since Wendell Potter walked away from his executive position at a top health insurance company in May of 2008, he has worked tirelessly as an outspoken critic of corporate PR and the distortion and fear manufactured by America's health insurance industry.

Deadly Spin - Wendell Potter

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Deadly Spin: An Insurance Company Insider Speaks Out on ...

Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans. Wendell Potter is the insurance industry's worst nightmare. In June 2009, Wendell Potter made national headlines with his scorching testimony before the Senate panel on health care reform.

Deadly Spin: An Insurance Company Insider Speaks Out on ...

Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans - Kindle edition by Potter, Wendell, John D. Rockefeller IV. Download it once and read it on your

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Deadly Spin: An Insurance Company Insider Speaks Out on ...

In Deadly Spin, Potter takes readers behind the scenes of the insurance industry to show how a huge chunk of our absurd healthcare expenditures actually bankrolls a propaganda campaign and lobbying effort focused on protecting one thing: profits.

Deadly Spin: An Insurance Company Insider Speaks Out on ...

Deadly Spin: An Insurance Company Insider Speaks Out On How Corporate PR is Killing Health Care and Deceiving Americans, by Wendell Potter. Maybe you're thinking, why in the world would I want to read a book with a title like THAT during a pandemic?!

Deadly Spin - What The Red Herring

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

File Type PDF Deadly Spin An Insurance Company Insider Speaks Out On How Corporate Americans by Wendell Potter "Deadly Spin" is the excellent, insightful book about Public Relations spin. The focus of this book is on health-care spin. Former public-relations executive Wendell Potter provides an expose of corporate ...

Amazon.com: Customer reviews: Deadly Spin: An Insurance ...

"Deadly Spin is a must-read for all who want to learn more about what [the health reform law] is and what it is not. It is a handbook for social change."

—John Presta, New York Journal of Books
"Potter's Deadly Spin is an eye-opening account of the backroom antics of industries that do harm. You won't look at issues the same way after ...

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DEADLY SPIN | Medical Error Action Group

Deadly Spin NPR coverage of Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans by Wendell Potter. News, author interviews ...

Deadly Spin : NPR

Wendell Potter joins us for an extended interview about his new book, Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR is Killing Health Care and Deceiving Americans.

Wendell Potter on “Deadly Spin: An Insurance Company ...

About Deadly Spin. In June 2009,

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Speaks Out On How Corporate PR Is Killing Health Care and Deceiving Americans

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.

Deadly Spin: An Insurance Company Insider Speaks Out on ...

Praise For Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans ... "Potter engagingly weaves together industry secrets with his own moral struggle and transformation into a whistleblower who tried to beat back the spin that nearly killed Obamacare."

Deadly Spin: An Insurance Company Insider Speaks Out on ...

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Deadly Spin is the story of how that law came into being and how the insurance lobby tried to torpedo the act. The “spin-meisters” are part of the insurance lobby that tried to stop it. Wendell Potter, the author of Deadly Spin, is a former head of public relations at CIGNA; Potter was one of those “spin-meisters.”

Deadly Spin: An Insurance Company Insider Speaks Out on ...

Potter's November 2010 book Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans details many of the industry's deceitful tactics, puts them in historical context by drawing parallels to the tobacco industry and the history of psychological manipulation in public relations, gives a history of healthcare reform, and shares his own personal journey.

Wendell Potter - Wikipedia

About Deadly Spin Wendell Potter is the

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Deadly Spin: An Insurance Company Insider Speaks Out on ...

Wendell Potter talked about his book Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans. Formerly a senior vice president for ...

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