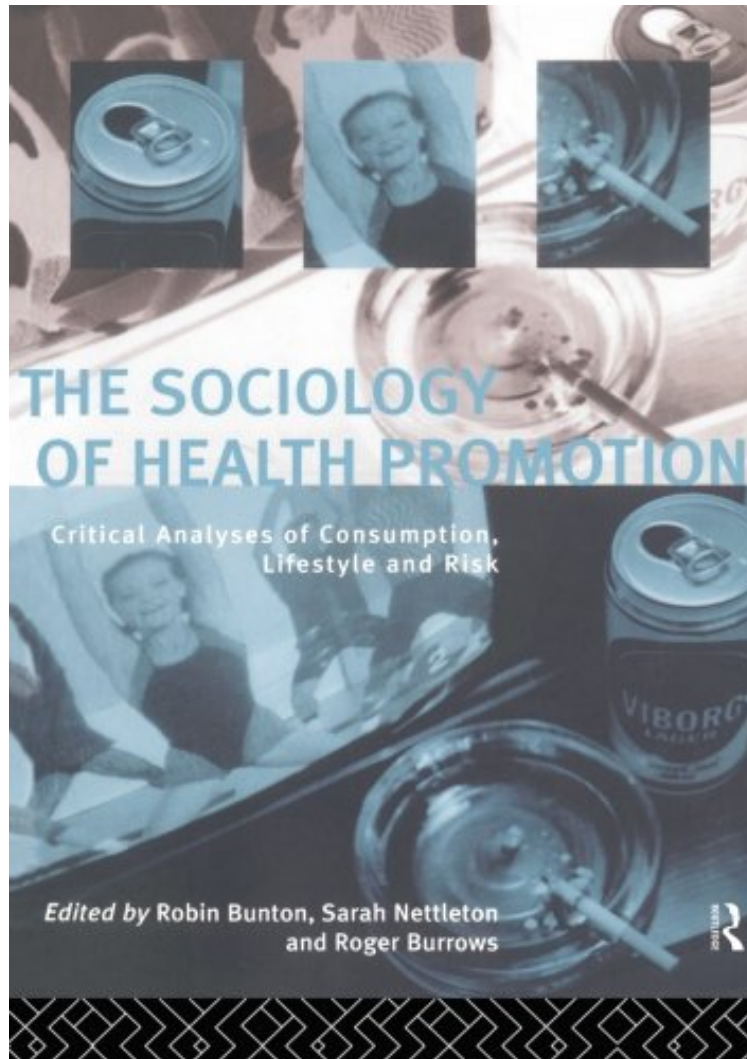


The Sociology of Health Promotion: Critical Analyses of Consumption, Lifestyle and Risk

From Sarah Nettleton

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Promotion of health has become a central feature of health policy at local, national and international levels, forming

part of global health initiatives such as those endorsed by the World Health Organisation. The issues examined in *The Sociology of Health Promotion* include sociology of risk, the body, consumption, processes of surveillance and normalisation and considerations relating to race and gender in the implementation of health programmes. It will be invaluable reading for students, health promoters, public health doctors and academics.

"The book makes fascinating reading--not because it offers a complete discourse on health promotion from a sociological perspective, but more because it brings together all the facts and follies, all the rational arguments and the prejudices, and all of the inconsistencies of some of the policies advanced in the name of health promotion, together with the arguments used by those who have shaped the ideological debate on the health promotion movement.... This book offers a sound basis on which to reassess the current position of health promotion.."-
"Lancelot