Working from an axiom that 'mind is a cultural phenomenon', Greenfeld focuses on 'psychotic disease' as 'fundamentally a malfunction of the "acting self" (the functional system or "structure" of will)'. She claims that 'scientific skepticism' is the 'obvious reason for the lack of any attempt of an empirical, scientific study of the mind', which she then attempts. Such sweeping, general assertions made reading more and more uncomfortable. For example, Greenfeld blames Tudor England for soulless science: 'The immediate reason why science was institutionalized in England so early in the age of nationalism, while reflecting the growth of the national consciousness, was not directly related to the epistemological revolution it brought about. It was rather the inherent competitiveness of the national consciousness and the fact that the English felt their literature not competitive with those of Latin countries, which made them opt for a new area of cultural creativity – science, which did not really exist anywhere else – in which to challenge its chosen rivals.' What would Shakespeare make of that 'fact'?

Overall, this monotonous book makes little attempt at balance or accuracy. An avalanche of anecdotes is not a solid evidence base for policy.

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