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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doi: 10.1192/bjp.bp.113.131813

advances in psychiatric treatment

CONTENTS

CPDOnline

Cochrane Corner

Developing tomorrow's antipsychotics: the need for a more personalised approach Robert Hunter

Psychogenic non-epileptic seizures: aetiology, diagnosis and management

Maria Oto & Markus Reuber

Reflection: Changing diagnostic practices: autism spectrum disorder Marc Woodbury-Smith

Communicating with people with intellectual disabilities: a guide for general psychiatrists

Liz Boardman, Jane Bernal & Sheila Hollins

Becoming a recovery-oriented practitioner Glenn Roberts & Jed Boardman



Volume 20, Issue 1 January 2014 http://apt.rcpsych.org

Commentary: Towards partnerships in mental healthcare Sue Bailey & Richard Williams

Psychiatry and the dark side: eugenics, Nazi and Soviet psychiatry Jason Luty

Interprofessional education in mental health services: learning together for better team working

Daniel Kinnair, Elizabeth Anderson, Henderikus van Diepen & Cath Poyser

Refreshment: Genetics and Psychosis Alastair G. Cardno

How to get your views heard in the news media Claire Bithell

Commentary: How psychiatrists can win friends and influence people (commentary) Liz Leicester and Stephen M Lawrie

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