



List of figures
List of tables
Acknowledgments

page x
xi
xii

Introduction: "Pickle ash" and "high blood" 1

Part I The meaning response 7

1 Healing and medical treatment 9

2 The healing process 16

3 Measurement and its ambiguities 22

4 Doctors and patients 32

5 Formal factors and the meaning response 47

6 Knowledge and culture; illness and healing 67

Part II Applications, challenges, and opportunities 87

7 Psychotherapy: placebo effect or meaning response? 89

8 The neurobiology and cultural biology of pain 100

9 "More research is needed": The cases of "adherence"
and "self-reported health" 116

10 Other approaches: learning, expecting, and conditioning 122

11 Ethics, placebos, and meaning 127

Part III Meaning and human biology 131

12 The extent (and limits) of meaning 133

13 Conclusions: many claims, many issues 147

References 156

Index 169