

# THE HEALTH CARE REFORM FIGHT HAS ONLY JUST BEGUN

## This is Your Weapon

Since **Wendell Potter** walked away as head of communications at CIGNA 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. It is a PR juggernaut that is bankrolled

by millions of dollars, rivaling lobbying budgets and underwriting many "non-partisan" and "grassroots" organizations. *Deadly Spin* is not just an exposé of health insurers but a stark warning that corporate spin is distorting our democracy.



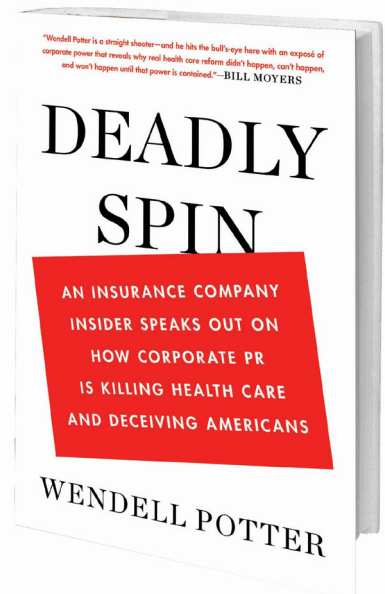
See Wendell Potter in Person  
on the *Deadly Spin* Tour  
[www.wendellpotter.com](http://www.wendellpotter.com)

**"To get the country back on track, Potter exhorts consumers to adopt a healthy dose of skepticism toward corporate doublespeak. That's a sound prescription, one which no American can afford not to have filled."**

—*Boston Globe*

**"You're the Daniel Ellsberg of corporate America. I mean, what that man did during Vietnam helped to end that war....People should read this book. The whole book lays it right out there about how the health insurance companies had bamboozled this country and lied, just outright lied about things."**

—*Michael Moore to Wendell Potter on Countdown with Keith Olbermann*



Available wherever books are sold  
Also available as an eBook



BLOOMSBURY PRESS  
[www.bloomsburypress.com](http://www.bloomsburypress.com)