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“In the future it will not be ‘Obamacare’ that takes choice away from Americans, as the insurance industry and its allies contended during the recent debate. It will be the unfettered, invisible hand of the marketplace.”

— from *Deadly Spin*

“[Potter] trenchantly critiques the failure of America's for-profit health-insurance system.... [and his] street cred and deep knowledge of the industry make his indictment unusually vivid and compelling.”

—*Publishers Weekly*

# Deadly Spin

*An Insurance Company Insider Speaks Out on  
How Corporate PR Is Killing Health Care  
and Deceiving Americans*

**by Wendell Potter**

Since Wendell Potter walked away from his executive position at a top health insurance company 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” grassroots organizations. How would Potter know? He wrote many of the industry's talking points himself.

Every ugly tactic is revealed in Potter's new book **DEADLY SPIN: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans** (November 16, 2010; Bloomsbury Press hardcover; ISBN 978-1-60819-281-6; \$26.00; 288 pages). From clandestine meetings carefully organized to leave no paper trail to creating third party front groups, Potter lets the reader in on the

dirty secrets most big corporations would rather have the masses be in the dark about because the stakes are high and the profits even higher.

**DEADLY SPIN** is not just an exposé of health insurers but a stark warning that corporate spin is distorting our democracy.



Photo credit: Emily Potter

**WENDELL POTTER** is the senior fellow on health care at the Center for Media and Democracy and a leading critic of the health insurance industry. After a thirty-year career in public relations, he left his job as a corporate pr executive to speak out against what he had seen and been a part of during his years in the health insurance industry. He has appeared on countless television and radio programs and been quoted in newspapers and magazines around the world. *Time* magazine wrote that Potter “may be the ideal whistleblower.” For more information, please visit [www.WendellPotter.com](http://www.WendellPotter.com).

# **DEADLY SPIN**

*An Insurance Company Insider Speaks Out on How Corporate PR  
Is Killing Health Care and Deceiving Americans*

**Wendell Potter**

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