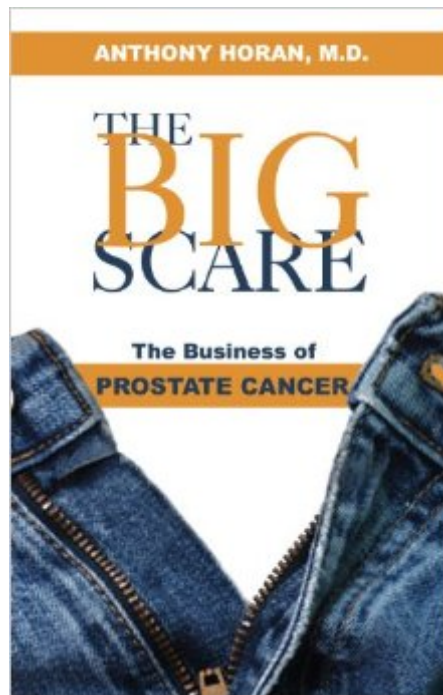


The book was found

# The Big Scare: The Business Of Prostate Cancer



## Synopsis

Anthony Horan, M.D. doesn't hold back on the niceties in this tell-it-like-it-is book on one of the deadliest diseases facing men today: PROSTATE CANCER. If you got it: You may join the 27,350 men who will die this year; You may never have another orgasm; Your "outhouse" just may be your briefs. If you're scared... you should be. The disease isn't just about cancer. It's about how big companies can make big money on your big problem. Men: The more you know about the enemy, the better your chances are to win. And, Dr. Horan wants you to triumph. Read this book. It may save your life. A refreshingly honest approach to a very serious matter.

## Book Information

Paperback: 237 pages

Publisher: SterlingHouse Publisher, Sterlinghouse Books (August 31, 2009)

Language: English

ISBN-10: 1585011193

ISBN-13: 978-1585011193

Product Dimensions: 9.2 x 6.9 x 0.6 inches

Shipping Weight: 12 ounces

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #495,062 in Books (See Top 100 in Books) #46 in [Books > Health, Fitness & Dieting > Diseases & Physical Ailments > Cancer > Prostate Disease](#) #49 in [Books > Health, Fitness & Dieting > Men's Health > Prostate Health](#) #477 in [Books > Health, Fitness & Dieting > Men's Health > General](#)

## Customer Reviews

This book is a must-read if you have been diagnosed with prostate cancer. Following its advice just might preserve your quality of life--and possibly even save your life. As Dr. Horan so eloquently illustrates, the business of prostate cancer is largely just that--a business and an industry. As The New York Times pointed out in an article recently, this is not only a business, it is big, BIG business. The industry's products range from the \$25-a-pop PSA test that can add \$10,000 a year in income to a doctor's practice, to the \$2500 biopsy, to the \$25,000 surgery and/or radiation "options," to the ultimate in prostate cancer treatment--the proton beam generator that is the size of two football fields and costs \$100,000 to play. According to the Times article, prostate cancer treatment is one of the two or three things that are leading the way in driving up the cost of health care in the United States right now. Apparently it is completely out of control. I have read a dozen or so books on

prostate cancer and, with the exception of this one, most of them are selling something--one form or another of radical treatment. Celebrity urologists/surgeons/authors (with their celebrity patients) have a lot at stake in preserving the status quo. So do the big university hospitals, the pharmaceutical companies, and the labs that process all those test results. Most of these books downplay the often disastrous side effects of surgery and radiation. But even more dishonestly, what they don't tell you is that more often than not the treatments are entirely unnecessary. As my 90-year-old uncle (and retired doctor) once told me, most men will die WITH prostate but not FROM it. He's known he has prostate cancer for 25 years now and he simply watches it. Same with my 89-year-old father. Both men are still very active. Dr. Horan, a 70-something practicing urologist in California, blows the whistle on this big business. From what I've gathered from Googling and YouTubing, he apparently became alarmed about this over-treatment several years ago and reached out to some of his colleagues in the New York City-based House of Medicine, to borrow a phrase from another excellent book, "Hippocrates' Shadow." He was ignored. I'll leave it to other more competent reviewers to expound on the actual content of this book. All I want to say is that I read it with a highlighter--and almost every page is marked up. This is an important book. I do have a few complaints, though. While much of the book is written in easy-to-understand language, Dr. Horan frequently slips into using too many big words. I'm a reasonably well-educated person, but I often had to refer to a dictionary while reading it. It also would be helpful if the book had an index. Finally, my overall impression is that Dr. Horan (or his publisher) couldn't decide who the book's audience should be--the layperson, or all of those people in the medical establishment that he is bucking up against. Much of the book is just too darned scientific and technical for the average lay person. So if I could only give it four and a half stars, I would. But this is too important a book to only give it four stars. One last point. Prostate cancer can indeed be serious. Tens of thousands of men die of it every year. So I don't want to make light of it. But more often than not, most of those men were diagnosed earlier in their lives--not in their 60s and 70s which is where the "epidemic" is happening today.

This is a 'must read' for anyone interested in prostate cancer, especially those contemplating surgery. Horan makes the argument that, once detected, prostate cancer cells are already outside the gland or metastatic. What matters is just how malignant a particular variety is. The bottom line is that one must have faith in and full discussion with one's Urologist. This book helps you to be an informed consumer participant in your health care. A bonus is his reference to medical philosophy from ancient times.

If you are relatively new to the prostate cancer issues, this is an outstanding book. The author has been involved in endocrinology and urology (starting college and med school) in the 1960s and as of 2010 was still in private practice, having worked earlier in VA systems. Whatever your conclusions on advances, lack of advances, or next steps in prostate cancer treatment, this book will give you a 40-year (and longer) overview of the issues being debated today. Copiously referenced.

This is a book of outstanding information provided of not too often cited cases and synopses of results that have been otherwise "swept under the rug" for various reasons. The percentages of survival rates of cancer victims are clearly defined, and clearly documented as they come from actual studies and compilation of cases. There is a section of over-diagnosis and treatment of prostate cancer that proved to be most interesting. The fact, it seemed to me, that many drug companies "bury" experimental test results to promote their own existing product and new products to the detriment of the prostate cancer patient, was an eye opener for me. Also, although Dr. Horan is an excellent Urologist, who was in practice for over thirty years, he was bold enough to call our attention to other Urologists, who for their own reasons, did not always act in the best interests of their patients, was also a revealing fact to me. A must read book for prostate cancer patients!

This book is now available on Kindle titled "How to Avoid the Over-Diagnosis and Over-Treatment of Prostate Cancer", by Dr. Anthony Horan. I visited two urologists, both of whom tried to rush me into a TRUS biopsy based strictly on my elevated PSA level. Thank God I did some research and found this wonderfully informative book. It saved me from rushing into a procedure that I would have greatly regretted. Dr. Horan is very outspoken about the over-diagnosis and over-treatment of "suspected" prostate cancer that plagues the urology profession and the motivation behind it. I would strongly urge every man to read this book and to do some further internet research before making any decisions about how to respond to a rising PSA level. You will learn that there are many steps you should take before (if ever) submitting to a dangerous biopsy including, getting a 3T MRI of your prostate, getting a PCA3 test and/or a MiPS test performed by the University of Michigan Health System Department of Pathology - MLabs, and taking the Proscar test suggested by Dr. Horan. This book could save your life or save you from unnecessarily sacrificing your quality of life!

Is this at work as a reference it has a lot of good information and so my don't necessarily agree with,

but that doesn't make it a bad book.

[Download to continue reading...](#)

The Prostate Health Diet: What to Eat to Prevent and Heal Prostate Problems Including Prostate Cancer, BPH Enlarged Prostate and Prostatitis The Big Scare: The Business of Prostate Cancer Eat to Beat Prostate Cancer Cookbook: Everyday Food for Men Battling Prostate Cancer, and for Their Families and Friends Dr. Peter Scardino's Prostate Book, Revised Edition: The Complete Guide to Overcoming Prostate Cancer, Prostatitis, and BPH Invasion of the Prostate Snatchers: An Essential Guide to Managing Prostate Cancer for Patients and their Families The New Testosterone Treatment: How You and Your Doctor Can Fight Breast Cancer, Prostate Cancer, and Alzheimer's The Whole Life Prostate Book: Everything That Every Man-at Every Age-Needs to Know About Maintaining Optimal Prostate Health The Natural Prostate Cure, Second Edition: A Practical Guide to Using Diet and Supplements for a Healthy Prostate The Prostate Massage Manual: What Every Man Needs To Know For Better Prostate Health and Sexual Pleasure Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) F'k Cancer - Coping & Coloring: The Adult Coloring Book Full of Stress-Relieving Coloring Pages to Support Cancer Survivors & Cancer Awareness ... Books & Swear Word Coloring Books) (Volume 6) Cancer Survivorship Coping Tools - We'll Get you Through This: Tools for Cancer's Emotional Pain From a Melanoma and Breast Cancer Survivor Personal Encounters with Cancer: Lung, Bladder, Metastases, Prostate, Tongue, Breast Methods of Cancer Diagnosis, Therapy and Prognosis: General Methods and Overviews, Lung Carcinoma and Prostate Carcinoma Dr. Patrick Walsh's Guide to Surviving Prostate Cancer Thrive Don't Only Survive: Dr.Geo's Guide to Living Your Best Life Before & After Prostate Cancer PROMOTING WELLNESS for prostate cancer patients Prostate and Cancer: A Family Guide to Diagnosis, Treatment, and Survival Saving Your Sex Life: A Guide for Men with Prostate Cancer Dr. Patrick Walsh's Guide to Surviving Prostate Cancer, Second Edition, Special Sales Edition

[Dmca](#)