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Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans by Wendell Potter. Insurance company insider Wendell Potter, a former senior vice president of CIGNA, speaks out on how corporate PR is killing health care and deceiving Americans.

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Wendell Potter is the author of Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR is Killing Health Care and Deceiving Americans and Obamacare: What's in It for Me? What Everyone Needs to Know About the Affordable Care Act.

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His book is called Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR is Killing Health Care and Deceiving Americans.

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Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans [Wendell Potter] on Amazon.com. *FREE* shipping on qualifying offers. In June 2009, Wendell Potter made national headlines with his scorching testimony before the Senate panel on health care reform.

Wendell Potter on "Deadly Spin: An Insurance Company ...
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Wendell Potter
Deadly Spin "A gripping indictment...Potter exposes how corporations manipulate public opinion in the service of shareholders, forming front groups, touting misleading studies and enlisting sympathetic media types to further their causes."

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Deadly Spin : NPR

Potter's November 2010 book *Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans* details much of the industry's deceitful tactics, putting them in historical context by drawing parallels to the tobacco industry and the history of psychological manipulation in public relations, gives a history of health reform, and shares his own personal journey.

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1. The law makes it illegal to deny coverage based on pre-existing conditions for children.
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Deadly Spin: An Insurance Company Insider Speaks Out on ...

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

Deadly Spin: An Insurance Company Insider Speaks Out on ...

Wendell Potter talked about his book Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans.

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