CONTENTS

Preface and Acknowledgments vii
List of Figures, Boxes, and Tables xi
Technical Terms and Acronyms xiii
1. Setting the Stage for Personalized Medicine 1
2. The Patient Researcher 15
3. Always On: The Transmitting Patient 46
4. Beyond Empowerment 75
5. Just Profit? 107
6. Beyond Individualism 135
7. The Social Life of Evidence in Personalized Medicine 155
8. Conclusion: Patient Work in the Context of Personalization 187

Notes 209
References 217
Index 259
About the Author 271