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Free Press/Simon & Schuster, Inc.

What if everything you thought you knew about health was wrong?

THE END OF ILLNESS

by David B. Agus, MD

“In this brilliant book, David Agus introduces a whole new way of looking at illness and health. Taking a cue from physics, he views the body as a complex system and helps us see how everything from cancer to nutrition fits into one whole picture. The result is both a useful guide on how to stay healthy and a fascinating analysis of the latest in medical science.”

–Walter Isaacson, author of *Steve Jobs*

“Our present concept and understanding of health has evolved to so much of a ‘he said, she said’ nature that we have forgotten what it’s all about. I hope with this book to set the record straight and re-focus energy and resources towards a new definition of health.” – Dr. David B. Agus

Dr. David B. Agus, one of the world’s leading doctors, researchers, and technology innovators, has devoted more than two decades to fighting cancer on the front lines. His work searching for better treatments to combat this ravaging disease has led him to new understandings about what it means to be healthy—and how to achieve it. As a result, he has developed a different paradigm for examining and caring for the human body, which honors our bodies as complex, whole systems, rather than focusing on a single issue—such as a genetic mutation, a germ, a deficiency or a number such as blood pressure, weight, or cholesterol. This *systemic* viewpoint is what has allowed him to challenge long-held wisdoms and dismantle misperceptions about what “health” really means.

Now, in his first book, **THE END OF ILLNESS** (Free Press: January 17, 2012; hardcover), Dr. Agus reveals this new model that will dramatically change society’s perception of health. He explains how to apply that model to our individual lives through tactical strategies and practical

prescriptions, and offers a glimpse of the future by presenting eye-opening and unfamiliar medical technologies that are currently available or in development.

Frustrated with the lack of progress in many areas of medicine today, especially cancer, Dr. Agus describes the medical community's shortsightedness when it comes to looking at the body. He explains how some doctors may inflict harm on their patients, committing errors ranging from inappropriate therapies and prescribing supplements to failing to prevent disease. He also shows how easy it is to fall prey to scare tactics that circulate in the media and how to scrutinize and many times dismiss wild claims. After exploring the things that can lead your body away from health, Dr. Agus shares just how effortless it can be to live a healthy, vibrant life with some simple lifestyle modifications.

THE END OF ILLNESS debunks the prevailing myths about such hot button health topics as:

- **Vitamin supplements:** When we take multivitamins and supplements, we could be significantly increasing our risk for diseases such as cancer over time.
- **Exercise:** Sitting down most of the day, despite a strenuous morning workout, can be as bad as or worse than smoking.
- **Colds & Flu:** A series of passing colds or one bout with the flu can set us up for a lifelong higher risk of suffering a fatal heart attack, and other sneaky sources of daily inflammation can rob us of our longevity and even sanity.
- **Medication:** Three inexpensive medications— aspirin, statins, and an annual flu vaccine—can substantially change the course of our health for the better and help us to live much longer.
- **Sleep:** It's less about how *much* you sleep as it is about your *regularity* of sleep; and napping occasionally can pose a hidden danger.
- **DNA:** We tend to overestimate the role of DNA in our fate rather than the millions of lifestyle decisions we make throughout our lives. DNA governs probabilities—not destinies.

Featuring long-term, big picture assessments, as well as many easy-to-implement strategies for personal health—from wearing comfortable shoes to eating lunch at the same time every day—**THE END OF ILLNESS** is a bold call for all of us to become our personal health advocates, and a dramatic departure from orthodox thinking that promises to revolutionize our quest for long, healthy lives.

About the Author

David B. Agus, MD is a professor of medicine and engineering at the Keck School of Medicine of the University of Southern California and the USC Viterbi School of Engineering and heads the USC Norris Westside Cancer Center and the Center for Applied Molecular Medicine. He is the cofounder of two leading personalized medicine companies, Navigenics and Applied Proteomics. He has received numerous awards, including the American Cancer Society Physician research Award and the 2009 *GQ* Magazine Rockstar of Science Award. He lives in Los Angeles.

Visit his website at www.theendofillness.com and follow him on Twitter: @David_B_Agus.

Appearances:

1/9/12	New York, NY	92 nd Street Y, 8:15 PM Interviewed by Connie Chung Buttenwieser Hall Lexington Avenue at 92nd St
1/16/12 – 1/20/12	New York, NY	Media Interviews
2/21/12	San Francisco, CA	Commonwealth Club, 7:00 PM Schultz Cultural Hall, Oshman Family JCC 3921 Fabian Way – Palo Alto
3/21/12 – 3/22/12	Boston	Media Interviews

Ongoing out of Los Angeles

THE END OF ILLNESS

By David B. Agus, MD

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Also available

THE END OF ILLNESS audio (Simon & Schuster Audio/\$39.99 CD/ 978-1-4423-5117-2)

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