

Book review by Daniel S. Janik, MD:

Trivieri, L. Jr. and J. Anderson (Eds). *Burton Goldberg[']s] Alternative Medicine - The Definitive Guide - 2nd Edition*. Celestial Arts, Berkeley, 2002. Paperback. 1233 pp. Illustrated and indexed. ISBN 1587611414.

I am always on the lookout for articles, books and reference texts that address integrative medicine and health. Whenever I find one, especially one like *Alternative Medicine* that cogently relates the various treatment and prevention modalities to the traditional Western medicine 'gold standard,' I consider it well nigh a blessing. I don't mean to sound conservative, excuse me, but Western medicine is the rubric under which American Association of Integrative Medicine (AAIM) practitioners with licenses must practice. If I had to pick only one reference text for AAIM, this would be it, in spite of the fact that our society isn't mentioned within.

Julian Whitaker, MD, Editor of *Health & Healing* and past president of the American Preventive Medicine Association, is quoted on the back cover as saying, "This book could save your life." I agree, but it just may also be what is needed to save integrative medicine and, its cousin, holistic medicine, too. I say save, because, while public interest and the need for integrative, holistic approaches to healing clearly exist, we continue to struggle professionally to meet these interests and needs. This text is perhaps the closest thing thus far to a fundamental textbook on integrative medicine and health, something that virtually every other recognized medical 'specialty' can boast.

This work is, in all respects, a reference text. The 'value' of a good reference text is, of course, that it both appeals to and addresses the full range and scope of practitioner needs within the particular specialty. *Alternative Medicine* does exactly this, especially given the limitations, the blinders if you will, of contemporary 'traditional' medicine, whether Western or Eastern. And what it lacks, it makes up for, in my opinion, in the first part of the book entitled "Medicine for the 21st Century." Sound familiar? Equally important to practitioners establishing the new specialty of integrative medicine, is the first chapter, "Understanding Alternative Medicine," a clear, concise and visionary definition of what we at AAIM call 'integrative medicine.'

In addition to being an excellent reference text for professional practitioners, this work, unlike most other specialty texts, attempts to reach directly out to lay practitioners and patient-client-consumers as well. For this reason alone, the work, I believe, deserves both accolades and recognition from our specialty. This proves both a key strength and yet a weakness of the work. For example, some explanations are so concise that they lack the necessary depth in terms of the actual laying on of hands, the 'how to,' the art and artistry of the modality highlighted. On the other hand, the 'Quick Reference' section at the end of each modality chapter and as a separate part of the book ('A-Z Section of Additional Health Conditions'), makes up for much of this. A chapter within the first part that I looked longingly for and found missing was one on what licensure is, and the past, present and future role of governmental as well as

non-governmental agencies in licensure. Another chapter I hoped to see, on psychological recovery from trauma (or violence or violation if you prefer) - what I believe to be one of the greatest and most far-reaching epidemics of all times, is addressed, yes, but throughout various sections and then largely in terms of treatment modalities. Admittedly, these two areas are special interests of mine. What amazed me was that each received more than tacit acknowledgment, something most 'specialty' reference texts have yet to do.

In summary, I strongly recommend this pioneering reference text to members of our society and furthermore, recommend its incorporation, at the least, in our continuing education efforts. The best way I know of to support efforts like this one that are so germane to integrative medicine and health: buy it, read it, discuss it and include it where appropriate in JAAIM articles, AAIM professional education as well as public education efforts. I am! The work is available from the publisher, at numerous trade bookstores, and from Amazon. com.

About the Reviewer: Daniel S. Janik is a traditionally-trained physician with an MD degree from Loma Linda University. He received his MPH in maternal and child health from University of California, Berkeley and a PhD in education in linguistics from Bircham International University, Madrid. His specialty interest is psychological recovery from trauma. He is currently a Dean of Natural Sciences at Bircham International University (which includes in its degree programs many of the 'alternative' health modalities mentioned in *Alternative Medicine*), and Coordinator of American Academic Studies at Intercultural Communications College, a private language school for students, including medical, nursing, health and alternative medicine professionals, for whom English is a second language. He is the author of over 60 peer-reviewed articles, and recently authored two books, *A Neurobiological Theory and Method of Language Acquisition* (Lincom Europa), and *Unlock the Genius Within: Neurobiological Trauma, Teaching and Transformative Learning* (Rowman & Littlefield Education). He is a Fellow of the American College of Preventive Medicine and the American Association of Integrative Medicine.