This revolutionary book describes and explains how this new scientific knowledge can be put to great practical use. It shows how, from a neuroscientific perspective, the doctor-patient relationship can be subdivided into at least four steps: feeling sick, seeking relief, meeting the therapist, and receiving therapy. The main advantage to approaching the doctor-patient relationship from a neuroscientific perspective is that physicians, psychologists and health professionals can better understand what kind of changes they can induce in their patients’ brains, further boosting the professional’s empathic and compassionate behavior.

Written by the author of the critically acclaimed 'Placebo Effects', this book will lead to a better awareness of the potential power that the doctor’s behaviour may have on the patient’s behavior and capacity for recovery from illness, as well as to better medical practice and social/communication skills. It will be required reading for physicians, psychotherapists, and neuroscientists.