



# QUANTITATIVE MEDICINE

## A Definitive Guide to Getting Well, Staying Well, Avoiding Disease, and Slowing Aging

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## COMPETITIVE ANALYSIS

**“An ambitious book presents a revolutionary approach to fitness, diet, and exercise.”—Kirkus Reviews**

*Quantitative Medicine* is well differentiated in a competitive analysis. Its genres encompass self-help, lifestyle, exercise, nutrition, meditation, and others, but it specifically would interest a reader interested in the not at all subtle subtitle: Getting and Staying Well, Avoiding Disease, and Increasing Longevity.

*Quantitative Medicine* is broad in scope, thoroughly covering topics that would only be addressed in a collection of self-health books. In a nutshell, it is a complete guide to health.

Competing books in the genres typically fall into one of these categories:

- Single-issue books: *Wheat Belly*, *Grain Brain*
- Single-lifestyle books: *Feeling Good* for stress and anxiety, or *Lose Weight by Eating*
- The politics of lifestyle, especially nutrition: *Death by Food Pyramid*, *Good Calories, Bad Calories*.

There are many components to health. *Quantitative Medicine* focuses on the Big Four: diet, exercise, spiritual discipline (anxiety, tranquility), and sleep. All are equally essential. Most lifestyle books cover one of these areas in detail, then skim the other three.

Almost totally absent from all other self-help books is the obvious fact that everyone is different, and every individual's ideal health formula will differ too. Competing books are “one size fits all,” but one size does not fit all, and any book with a rigid formula will help only a subset of people.

To tailor a lifestyle, some sort of measurement or experimentation is necessary. This is a major focus of *Quantitative Medicine*. The only other book that has any tailoring is *The Whole 30*, where all foods that are likely to cause trouble are eliminated for a month and then slowly added back, in order to determine the problematic ones. Nice idea, but on the periphery of health.

*Quantitative Medicine* excels in that it covers in detail the following:

- It addresses all major aspects of health: nutrition, exercise, mindfulness, and sleep.
- Specifics are presented on precisely what to measure to determine health.
- The interpretation of the results is fully discussed, as are the means of tailoring an individualized optimal lifestyle.
- The relative importance of each lifestyle component is covered in depth, along with which diseases it may trigger or prevent, and best practices.
- *Quantitative Medicine* includes numerous illustrations and cartoons along with sidebars.

No other books we are aware of cover even a fraction of these key elements.

Further, for the curious, the evolutionary and survival reasons for all our health sensitivities are covered in a very entertaining science section, and for the terminally curious, there is an annotated bibliography with links to the medical research underpinning Quantitative Medicine.