

Book jacket endorsements of *False Hope: Bone Marrow Transplantation for Breast Cancer*, Oxford University Press, 2007, by Richard A. Rettig, Peter D. Jacobson, Cynthia M. Farquhar, and Wade M. Aubry.

"False Hope is a must-read - a cautionary tale of what happens when our hopes for a medical breakthrough lead us to press for access to it too soon. This book is a rare treat. It is chock full of detail yet a real page turner. Whether you are someone in a position to help prevent similar mistakes in the future, a student seeking to understand the complexities of advances in health sciences, or simply an interested observer of human nature, False Hope is a great story."
-Kay Dickersin, Director, Center for Clinical Trials at Johns Hopkins Bloomberg School of Public Health

"This fascinating and important book should be a "must-read" for all who are professionally associated with health care. The story reaffirms the importance of randomized controlled trials, and the dangers of relying on patient panic, physician enthusiasm, the media, litigation, and money."
--Alain Enthoven, Marriner S. Eccles Professor of Public and Private Management(Emeritus), Graduate School of Business, Stanford University

"False Hope is an in-depth study of one of the many new cancer therapies that have offered early promise and eventually failed. An emotionally wrenching process, it can be very confusing for cancer patients who pin their hopes on these promising therapies. This book provides invaluable insight into the many factors at play when a new therapy comes on the scene."
--I. Craig Henderson, Adjunct Professor of Medicine, University of California, San Francisco

