



# Mad Cow Crisis: Health And The Public Good

*Scott C. Ratzan*

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## **Mad Cow Crisis: Health And The Public Good** Scott C. Ratzan

The announcement that BOSER might cause a fatal human disease "Creutzfeldt- Jacob disease CJD" triggered enormous media attention, public alarm and government wrangling that threatened the future of European integration.; As Scott Ratzan argues: "It is my belief that the [BOSER crisis] represents a quintessential case that will go down in history as the Exxon Valdez Union Carbide's Bhopal accident, and other such cases of interdisciplinary study".; This book offers lessons learned from the crisis, with contributions from experts with different viewpoints - veterinarians, Eurocrats, public relations experts, politicians, policy- makers, journalists and representatives of the beef industry.; It also offers a compilation of the key reports from governmental bodies. as a case-study in policy-making, scientific/health discovery and dissemination of information, as well as looking at the issues from the perspective of psychology and media studies.

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#### **Sophia Hardee:**

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