Contents

Introduction: Bashful No More 1
1 The Hundred Years’ War over Anxiety 11
2 The Diagnostic Battles: Emotions Become Pathologies 39
3 A Decisive Victory: Shyness Becomes an Illness 71
4 Direct to Consumer: Now Sell the Disease! 104
5 Rebound Syndrome: When Drug Treatments Fail 139
6 A Backlash Forms: Prozac Nation Rebels 169
7 Fear of Others in an Anxious Age 194

Notes 213
Acknowledgments 249
Index 253