Original article

- Howarth CI, Ellis K. The relative intelligibility threshold for one's own name compared with other names. Q J Exp Psychol 1961;13:236—9.
- Oswald I, Taylor A, Treisman M. Discrimination responses to simulation during human sleep. *Brain* 1960;83:440—53.
- 91. **Snyder CR**, Fromkin HL. *Uniqueness: The Human Pursuit of Difference*. New York: Plenum Press 1980
- 92. **Dion KL.** Names, identity, and self. *Names* 1983;**31**:245—57.
- Nuttin JM Jr. Narcissism beyond Gestalt and awareness: the name letter effect. Eur J Soc Psycho 1985;15:353—61.
- Hoorens V, Todorova E. The name letter effect: attachment to self or primacy of own name writing? Eur J Soc Psychol 1988;18:365—8.
- Schachter M. Paroxystic auto-prosopagnosia and epilepsy. Physio-pathological correlation or chance association? Schweiz Arch Neurol Neurochir Psychiatr 1976:119:167—76.
- Simpson SJ, Hines PJ. Self-discrimination, a life and death issue. Science 2002;296:297.
- Plato. The Republic. (English translation by B Jowett). Oxford: Oxford University Press, 1892.
- Harvey G. Animism: Respecting the Living World. New York: Columbia University Press, 2006.
- Chang SC. The self: a nodal issue in culture and psyche—an Eastern perspective. *Am J Psychother* 1982;36:67—81.

- Mead GH, Morris CW. Mind self and society from the standpoint of a social behaviorist. Chicago: University of Chicago Press, 1934.
- Lévinas E. Emmanuel Lévinas: basic philosophical writings. In: Peperzak AT, Critchley S, Bernasconi R, eds. Bloomington: Indiana University Press, 1996.
- 02. **Lévinas E.** The Lévinas reader. In: Hand S, ed. Oxford: Blackwell Publishers, 1989.
- Lévinas E. Totality and Infinity: An Essay on Exteriority. Dordrecht: Kluwer Academic Publishers, 1991.
- Aristotle. On the Parts of Animals. (English translation by W Ogle). Oxford Editions, Oxford, 1912.
 - Reiss TJ. Mirages of the Selfe: Patterns of Personhood in Ancient and Early Modern Europe. Stanford, CA: Stanford University Press, 2003.
- Atkinson JR. The Mystical in Wittgenstein's Early Writings. New York: Routledge/ Taylor & Francis, 2009.
- Schopenhauer A. The World as Will and Representation. Vol I (Translated by EFJ Paynes, first published in 1958 by The Falcon Wing's Press). Mineola, NY: Dover Publications. 1966.
- Noë A. Out of Our Heads: Why You Are Not Your Brain, and Other Lessons from the Biology of Consciousness. New York: Hill & Wang / Farrar Straus & Giroux, 2009.
- Saukko P. Studying the self: from the subjective and the social to personal and political dialogues. *Qual Res* 2002;2:244–63.
- Chalmers DJ. The Conscious Mind: In Search of a Fundamental Theory. Oxford: Oxford University Press, 1996.

Poem

Eat more fatty fish

and exercise more. this is what I advise my patients when their good cholesterol is low triglycerides high.

I use a letter a thin piece of paper light on words which makes for quite a lean envelope mostly bones really.

most patients swim past. and yet a few always take the bait ending up in front of crumbled ice and prices per pound.

dressed in workout clothes they ask the man in the plastic smock for a pound of fatty fish—salmon a piece freshly caught.

Adam Possner

Correspondence to Assistant Professor Adam Possner, General Internal Medicine, George Washington University, Medical Faculty Associates, 2150 Pennsylvania Ave NW, Suite 2-105 South, Washington, DC 20037, USA; apossner@mfa.gwu.edu

Competing interests None.

Provenance and peer review Not commissioned; not externally peer reviewed.

Published Online First 16 February 2011

Med Humanit 2011;37:122. doi:10.1136/jmh.2011.007047