89. **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.
90. **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.
93. **Nuttin JM Jr**. Narcissism beyond Gestalt and awareness: the name letter effect. *Eur J Soc Psycho* 1985;**15**:353–61.
94. **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.
95. **Schachter M**. Paroxysmic auto-prosopagnosia and epilepsy. Physio-pathological correlation or chance association? *Schweiz Arch Neurol Neurochir Psychiatr* 1976;**119**:167–76.
96. **Simpson SJ**, Hines PJ. Self-discrimination, a life and death issue. *Science* 2002;**296**:297.
97. **Plato**. *The Republic*. (English translation by B Jowett). Oxford: Oxford University Press, 1892.
98. **Harvey G**. *Animism: Respecting the Living World*. New York: Columbia University Press, 2006.
99. **Chang SC**. The self: a nodal issue in culture and psyche—an Eastern perspective. *Am J Psychother* 1982;**36**:67–81.
100. **Mead GH**, Morris CW. *Mind self and society from the standpoint of a social behaviorist*. Chicago: University of Chicago Press, 1934.
101. **Lévinas E**. Emmanuel Lévinas: basic philosophical writings. In: Peperzak AT, Critchley S, Bernasconi R, eds. Bloomington: Indiana University Press, 1996.
102. **Lévinas E**. The Lévinas reader. In: Hand S, ed. Oxford: Blackwell Publishers, 1989.
103. **Lévinas E**. *Totality and Infinity: An Essay on Exteriority*. Dordrecht: Kluwer Academic Publishers, 1991.
104. **Aristotle**. *On the Parts of Animals*. (English translation by W Ogle). Oxford Editions, Oxford, 1912.
105. **Reiss TJ**. *Mirages of the Self: Patterns of Personhood in Ancient and Early Modern Europe*. Stanford, CA: Stanford University Press, 2003.
106. **Atkinson JR**. *The Mystical in Wittgenstein's Early Writings*. New York: Routledge/Taylor & Francis, 2009.
107. **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.
108. **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.
109. **Saukko P**. Studying the self: from the subjective and the social to personal and political dialogues. *Qual Res* 2002;**2**:244–63.
110. **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