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As a junior doctor, I wrote the first cognitive-behavioural self-care book for people with bulimia. We then carried out trials which showed that with minimal guidance this works as well as specialist treatment. At the time, this approach was seen as an oddity, whereas now this evidence-based self-help approach is very widely used. Recently, I've led to completion a large programme of NIHR-funded research into better treatments for people with anorexia nervosa, which has been very rewarding.