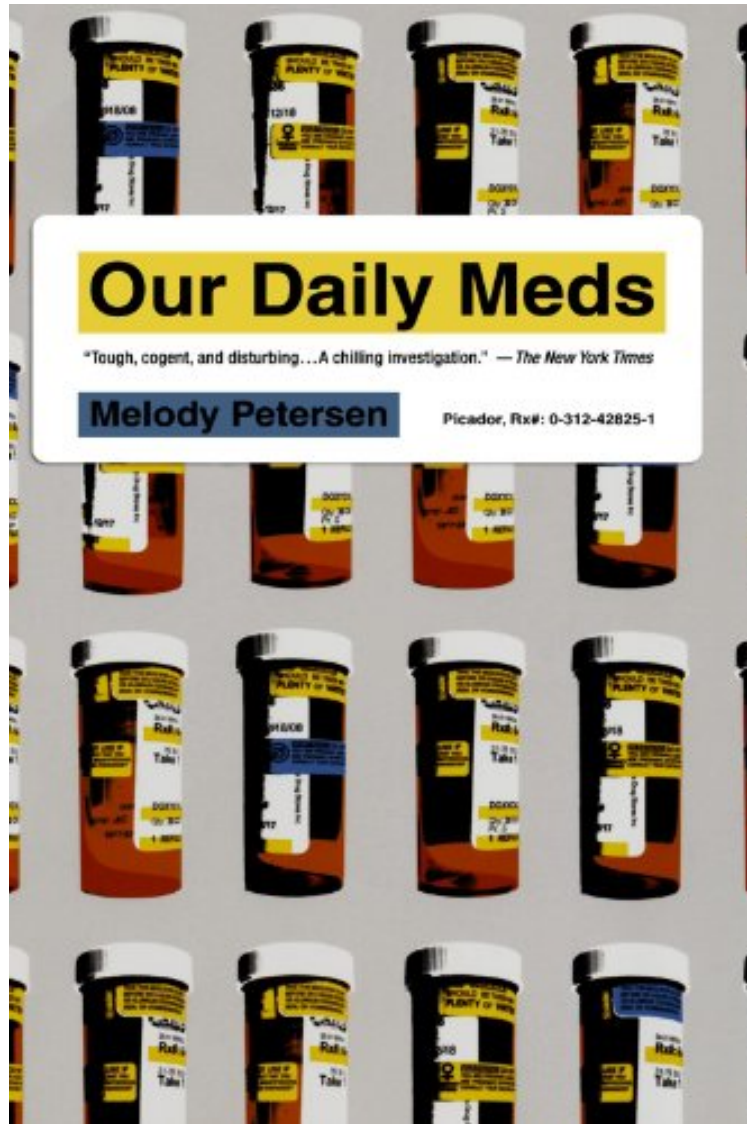


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Our Daily Meds: How the Pharmaceutical Companies Transformed Themselves into Slick Marketing Machines and Hooked the Nation on Prescription Drugs

Melody Petersen

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Our Daily Meds: How the Pharmaceutical Companies Transformed Themselves into Slick Marketing Machines and Hooked the Nation on Prescription Drugs*:

0 of 0 people found the following review helpful. Great information about the pharmaceutical industry
By Customer
This is an excellent book written by a person who was a journalist writing about the pharmaceutical industry for years then researching for several more years to inform readers about the collusion in the industry to medicate the world. OK, maybe that is a bit extreme. However, she does expose a lot about the industry operations, research (or lack of research), education, marketing, propaganda, etc.
0 of 0 people found the following review helpful. Just confirms what I have suspected
By buster
I have always been rather suspicious about all the medication being pushed and this book confirms it. Medicine is a wonderful necessary thing with serious illness but too many people want a pill for any hiccup in their life. I have been telling all my friends about this book and urging them to read it - yes, even my friends who are or have made a very good living as a drug rep.
17 of 18 people found the following review helpful. Our Daily Meds
By Kenneth E. Sain
As a pharmacist of over 50 years in practice, I found this book most revealing. Early on I was exposed to "detail men" from pharmaceutical firms. Their purpose was to contact physicians and furnish information about new products. Today, "detail men" are nearly all attractive women, fetching lunch, flowers and overwhelming quantities of drug samples and other inducements. The author of this book has researched her subject thoroughly and presents the industry in a true light. I would hope that the FDA and members of Congress would all read it and take it seriously.

An "angrily illuminating" (The New York Times) exposé of Big Pharma's corrupting influence in America today
In the last thirty years, pharmaceutical companies have seized control of American medicine by putting their marketers in charge. They invent diseases in order to sell the pills that "cure" them. They sway doctors by giving them resort vacations, gourmet meals, and fistfuls of cash. They advertise prescription drugs at NASCAR races, on subways, and even in churches. Medicines can save lives, but the relentless promotion of these products has come at tremendous cost. Prescription pills taken as directed are estimated to kill one American every five minutes. More Americans are addicted to medications than cocaine. And roads have become less safe as the over-medicated take to the wheel. In *Our Daily Meds*, journalist Melody Petersen connects the dots to show how subtle, far-reaching, and dangerous Big Pharma's powers have become.

From Publishers Weekly
Drug companies have institutionalized deception, said a former pharmaceutical executive at a 1990 Senate hearing. And former New York Times reporter Petersen details these deceptions with information that will be startling even to those who closely follow the news on big pharma. Her subtitle, *How the Pharmaceutical Companies Transformed Themselves into Slick Marketing Machines and Hooked the Nation on Prescription Drugs*, is most effectively illustrated in a chapter detailing Parke-Davis's aggressive marketing of the epilepsy drug Neurontin for everything, in blatant disregard of regulations against promoting drugs for uses not approved by the FDA. Such reporting, rather than style or analysis, is Petersen's strength. Much of what she recounts such as the glut of copycat drugs like antacids, and marketers' lavish wining and dining of doctors has been covered in books by others, like Marcia Angell. But Petersen fleshes out these issues and names prominent doctors who, she says, are on the take. She is particularly strong on the ghostwriting of medical journal articles by advertising agencies. She also covers less familiar matters, like the environmental impact of drug residues in water. There are quibbles; for instance, Petersen accepts without examination the bromide that most people take prescription drugs as a quick fix. But she ends with tough, sound suggestions for reforms to make the pharmaceutical industry honest and to protect consumers. (Mar.)
Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Tough, cogent, and disturbing enough to have a serious impact . . . [A] chilling investigation. The New York Times
Petersen draws on her years as a crackjack business reporter at The New York Times, where her enterprising stories were eagerly awaited by those who follow the drug makers. . . . A fascinating introduction to one of the most powerful industries of our time. The Washington Post
Compelling . . . full of . . . eye-opening stories. BusinessWeek
Sobering, scrupulously researched . . . We have no choice but to take careful heed. The Boston Globe
About the Author
Melody Petersen wrote about the pharmaceutical industry for four years as a reporter for The New York Times. She lives with her husband in Los Angeles.