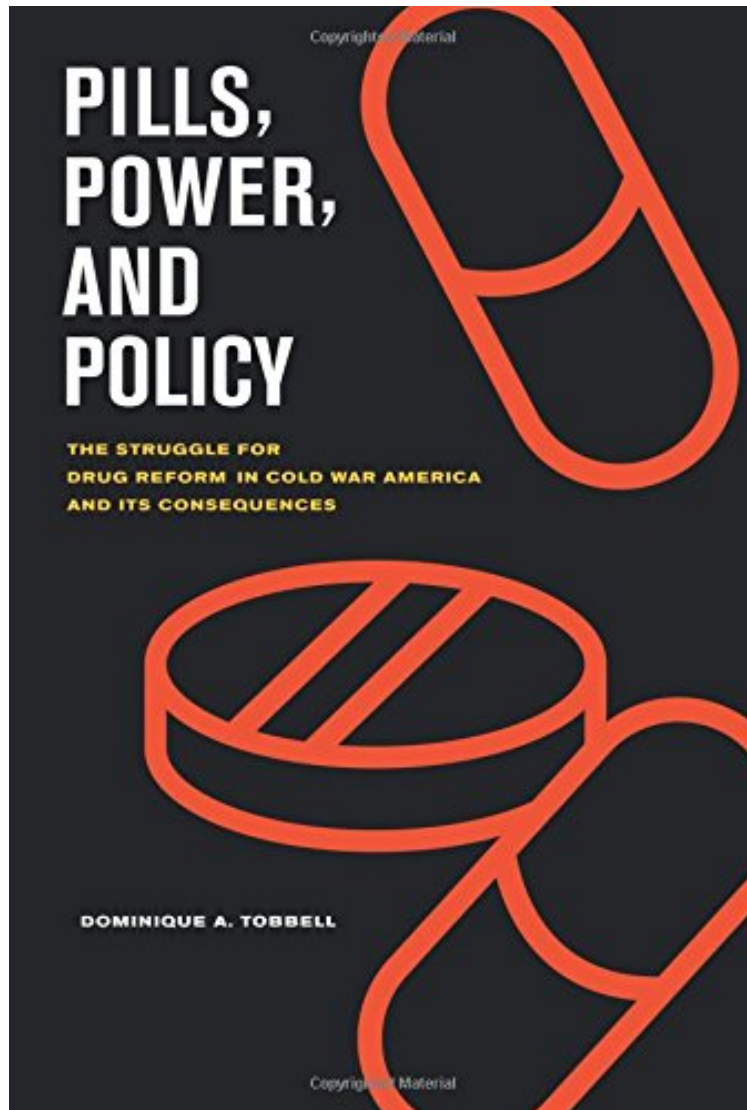


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Pills, Power, and Policy: The Struggle for Drug Reform in Cold War America and Its Consequences (California/Milbank Books on Health and the Public)

Dominique A. Tobbell

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Dominique A. Tobbell : Pills, Power, and Policy: The Struggle for Drug Reform in Cold War America and Its Consequences (California/Milbank Books on Health and the Public) before purchasing it in order to gage whether or not it would be worth my time, and all praised Pills, Power, and Policy: The Struggle for Drug Reform in Cold War

America and Its Consequences (California/Milbank Books on Health and the Public):

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Meticulously researched exploration of how Really Big Pharma came to be after WWII. A natural, if unholy, alliance of academia, the pharmaceutical industry and government arose during the war effort. Perhaps not dissimilar to the post war fertilizer industry being a continuation of the war time explosives industry, this book shows us how we got to the point we are today where the practice of medicine has become dominated by the pill sellers.

Since the 1950s, the American pharmaceutical industry has been heavily criticized for its profit levels, the high cost of prescription drugs, drug safety problems, and more, yet it has, together with the medical profession, staunchly and successfully opposed regulation. *Pills, Power, and Policy* offers a lucid history of how the American drug industry and key sectors of the medical profession came to be allies against pharmaceutical reform. It details the political strategies they have used to influence public opinion, shape legislative reform, and define the regulatory environment of prescription drugs. Untangling the complex relationships between drug companies, physicians, and academic researchers, the book provides essential historical context for understanding how corporate interests came to dominate American health care policy after World War II.

Based on extensive research, *Pills, Power, and Policy* is intelligently written, and its points are illustrated with highly readable examples.