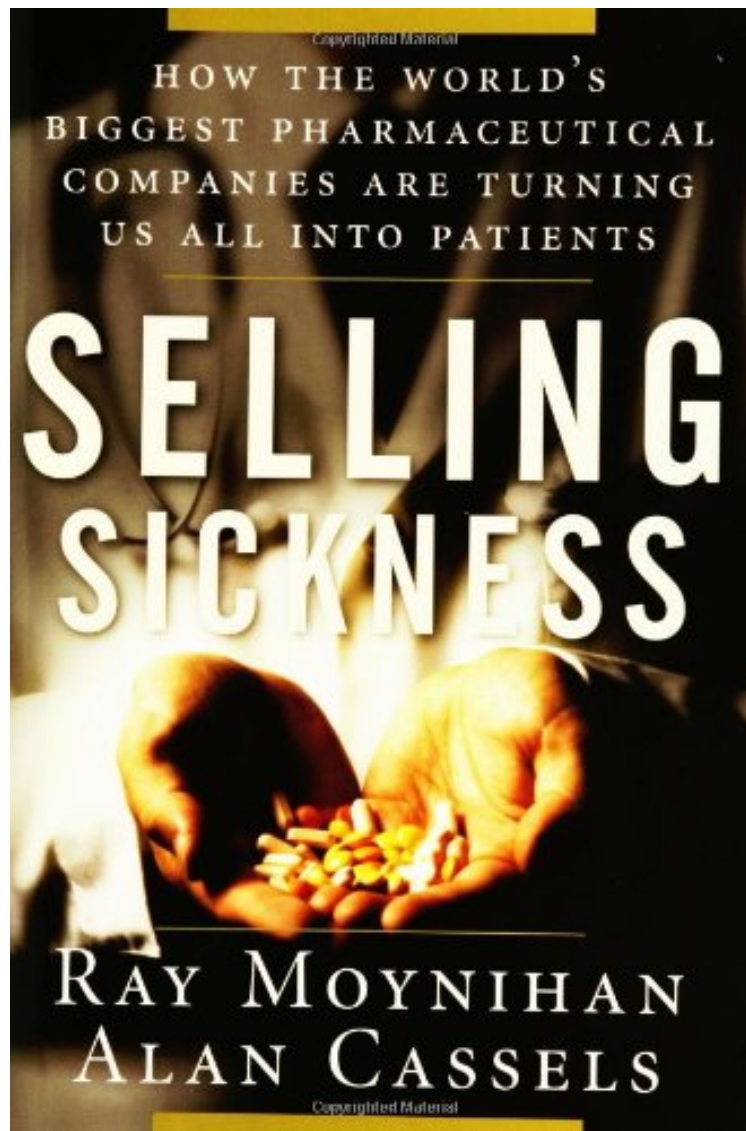


(Pdf free) Selling Sickness: How the World's Biggest Pharmaceutical Companies are Turning Us All into Patients

Selling Sickness: How the World's Biggest Pharmaceutical Companies are Turning Us All into Patients

Ray Moynihan, Alan Cassels
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Ray Moynihan, Alan Cassels : Selling Sickness: How the World's Biggest Pharmaceutical Companies are Turning Us All into Patients before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Sickness: How the World's Biggest Pharmaceutical Companies are Turning Us All into Patients:

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Even though the book is from 2004, it is still relevant. Reading the book is upsetting, how money is involved in every aspect of being sick and made to think we are sick. I was reading the book while on TV was a commercial of the latest new medication that we need to ask our doctor about! Going to a hematologist and they need to know when my last bone density test was. We are made sick for money. There are now many rules and regulations in place to 'curb the selling that makes us feel sick', but the pharmaceutical industry is still influencing doctors and the public. Eye opening book, especially if you take the medicine(s) he's talking about. 1 of 1 people found the following review helpful. datedBy
putinUnfortunately, the decade elapsed since publication reduces the relevance of this book. 2 of 2 people found the following review helpful. A Startling ExposeBy Randolph EckI've read stories in the media about the abuses in marketing by the pharmaceutical companies before reading this book. From what I learned previously, I knew this book would be interesting, and it was. The authors discuss ten different "diseases" allocating a complete chapter to each. The top ten include: 1. High cholesterol 2. Depression 3. Menopause 4. Attention deficit disorder 5. High blood pressure 6. Premenstrual dysphoric disorder 7. Social anxiety disorder 8. Osteoporosis 9. Irritable bowel syndrome 10. Female sexual dysfunction I can easily see why something like what is described in the book could occur. It's simple - money! Some of the drugs used to treat the above diseases can easily bring in revenue in the billions of dollars. When there is the potential to make billions of dollars, greed dictates. It would happen in any industry. It is unfortunate that the greed of these companies means marketing more drugs to people who may not need them. Don't get me wrong; there are many people who truly need to take medicine for their condition, and they should. But when pharmaceutical companies go to the extremes mentioned in this book to increase the markets for a drug - this is just wrong. That said, it is very important for doctors and patients not to be misled by the fancy marketing tactics masquerading as educational fare. Doctors need to independently evaluate the patient's condition and determine if the patient, in fact, truly needs a particular drug. The patient needs to be educated on these matters as well in order to make informed decisions. I can see that a great of research was used in publishing this book as the notes section is forty-one pages long. This book is an interesting expose of the pharmaceutical industry, and I think it is worth reading. It would certainly make one a more educated patient, and that can save your life.

Thirty years ago, the head of the drug company Merck made some remarkably candid comments about his distress that his company's market was limited to sick people. Suggesting he would like Merck to be more like the maker of Wrigley's chewing gum, the CEO said it had long been his dream to make drugs for healthy people, to "sell to everyone." That dream now drives the marketing machinery of the most profitable industry on earth. From award-winning Ray Moynihan, one of the world's top medical journalists *Selling Sickness* reveals how widening the boundaries of illness and lowering the threshold for treatments is creating millions of new patients and billions in new profits. This in turn is driving up personal drug bills and threatening to bankrupt national health systems all over the world. As more and more ordinary life is "medicalized," the industry moves ever closer to being able to "sell to everyone."

From Publishers Weekly This accessible study about the collusion between medical science and the drug industry emphasizes how drug companies market their products by either redefining problems as diseases (like female sexual dysfunction) or redefining a condition to encompass a greater percentage of the population. Moynihan, a health journalist for the *New England Journal of Medicine* and the *Lancet*, and Cassels, a Canadian science writer, note, for instance, that eight of the nine specialists who wrote the 2004 federal guideline on high cholesterol, which substantially increased the number of people in that category, have multiple financial ties to drug manufacturers. Physicians now routinely prescribe cholesterol-lowering pills (statins) that may have perilous side effects, when many people could lower their risk of heart attack with less costly and dangerous steps, such as exercise and improved diet. Through aggressive merchandising, funding of medical conferences and expensive perks, drug companies win doctors over to diagnosing these "diseases" and prescribing drugs for them. Unfortunately for these authors, much of this territory has been covered by several books in the past year, most notably Marcia Angell's *The Truth About the Drug Companies* Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Science and medicine writers Moynihan and Cassels conjecture that most Americans believe, based on information gleaned from a deluge of pharmaceutical-company advertisements, that conditions such as hypertension, high cholesterol, menopause, and chronic constipation are bona fide diseases. They quote reputable medical experts, however, who refute such understandings. What's more, they suggest that billions of precious and diminishing health-care dollars are squandered treating those nondiseases of healthy, wealthy Americans and would be better spent treating the legitimately sick poor and fighting the international AIDS epidemic. Quoting former Merck CEO Henry Gadsen--who, in a 1976 *Fortune* article, confessed that "it had long been his dream to make drugs for healthy people. Because then, Merck would be able to 'sell to everyone'"--they lay the blame for the misdirected billions at the feet of just such pharmaceutical giants as Merck. Finally, they counterpoint glossy pharmaceutical ad campaigns with alternatives that consumers may consider before asking their doctors for prescription drugs they saw touted on TV.

Donna Chavez Copyright American Library Association. All rights reserved "Ray Moynihan and Alan Cassels examine how the drug industry has transformed the way we think about physical and mental health and turned more and more of us each year into customers."