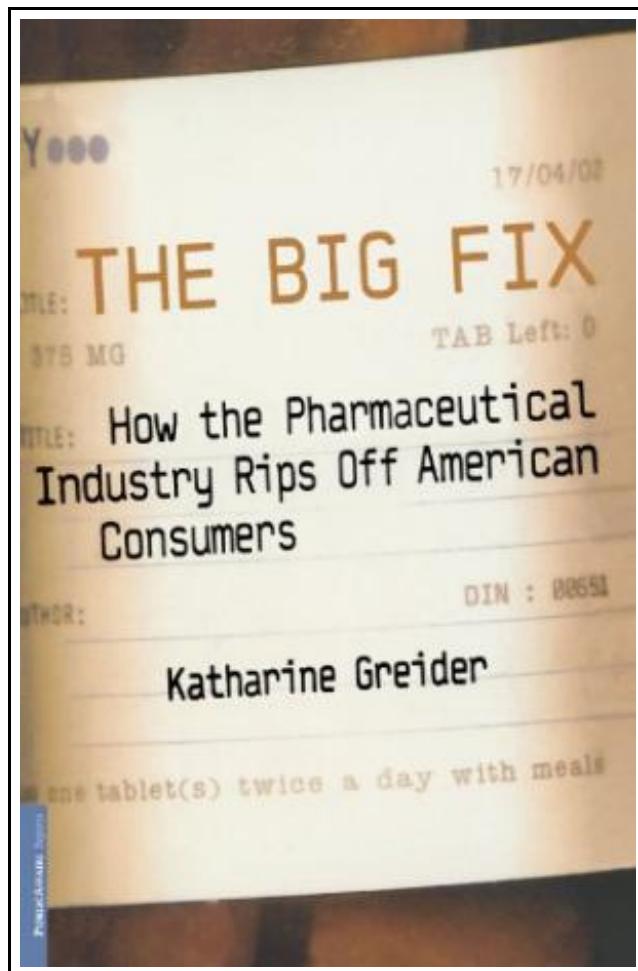


## The Big Fix: How the Pharmaceutical Industry Rips Off American Consumers (Paperback)



Filesize: 7.06 MB

### Reviews

*The book is great and fantastic. Better then never, though i am quite late in start reading this one. I realized this publication from my dad and i advised this ebook to find out.*  
*(Dr. Blair Mann)*

## THE BIG FIX: HOW THE PHARMACEUTICAL INDUSTRY RIPS OFF AMERICAN CONSUMERS (PAPERBACK)



DOWNLOAD PDF

The Perseus Books Group, United States, 2003. Paperback. Book Condition: New. Uitgawe and Revised ed.. 208 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. As the pharmaceutical industry invests more and more in the development of new drugs, true breakthroughs are few and far between. Into the breach comes a panoply of product-line extensions and me-too drugs aimed at grabbing market share. The industry plows its high profits back into research, but invests an equal or greater sum in flogging its products in every imaginable venue. Research studies are designed to support marketing claims. Many doctors all over the country get their first information about new drugs from a salesperson. And, increasingly, prescription drugs are pitched to consumers on TV and the internet with images of hope, terror, or chic. Evidence-based practice guidelines, which endeavor to get the right medicines to those who will benefit most, can't be heard over the din. Having created an unprecedented number of megabrands -blockbuster drugs with huge sales-and undergone an extraordinary wave of consolidation, some drug companies now find themselves in a precarious position. Patents are expiring on flagship products. In order to sustain the growth Wall Street has come to expect, these companies must produce billions of dollars worth of new revenue-fast. But can Americans continue to bankroll Operation Grow Big Pharma? Must we swallow the bad with the good?.

- ▶ [Read The Big Fix: How the Pharmaceutical Industry Rips Off American Consumers \(Paperback\) Online](#)
- ▶ [Download PDF The Big Fix: How the Pharmaceutical Industry Rips Off American Consumers \(Paperback\)](#)

## Other Kindle Books

---



### **Public Opinion + Conducting Empirical Analysis**

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that...

[Save PDF »](#)

---



### **Hope for Autism: 10 Practical Solutions to Everyday Challenges (Paperback)**

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Hope for Autism: 10 Practical Solutions to Everyday...

[Save PDF »](#)

---



### **The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)**

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

[Save PDF »](#)

---



### **Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)**

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Save PDF »](#)

---



### **EU Law Directions (Paperback)**

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the...

[Save PDF »](#)