



GENERIC

THE UNBRANDING
OF MODERN MEDICINE

JEREMY A. GREENE

With a New Preface

Generic The Unbranding Of Modern Medicine

Adam LaCaze, Barbara Osimani



Generic The Unbranding Of Modern Medicine:

Generic Jeremy A. Greene, 2014-10-27 The turbulent history of generic pharmaceuticals raises powerful questions about similarity and difference in modern medicine Generic drugs are now familiar objects in clinics drugstores and households around the world We like to think of these tablets capsules patches and ointments as interchangeable with their brand name counterparts why pay more for the same And yet they are not quite the same They differ in price in place of origin in color shape and size in the dyes binders fillers and coatings used and in a host of other ways Claims of generic equivalence as physician historian Jeremy Greene reveals in this gripping narrative are never based on being identical to the original drug in all respects but in being the same in all ways that matter How do we know what parts of a pill really matter Decisions about which differences are significant and which are trivial in the world of therapeutics are not resolved by simple chemical or biological assays alone As Greene reveals in this fascinating account questions of therapeutic similarity and difference are also always questions of pharmacology and physiology of economics and politics of morality and belief Generic is the first book to chronicle the social political and cultural history of generic drugs in America It narrates the evolution of the generic drug industry from a set of mid twentieth century schlock houses and counterfeiters into an agile and surprisingly powerful set of multinational corporations in the early twenty first century The substitution of bioequivalent generic drugs for more expensive brand name products is a rare success story in a field of failed attempts to deliver equivalent value in health care for a lower price Greene s history sheds light on the controversies shadowing the success of generics problems with the generalizability of medical knowledge the fragile role of science in public policy and the increasing role of industry marketing and consumer logics in late twentieth century and early twenty first century health care **Generic** Jeremy A.

Greene, 2016-09-01 The turbulent history of generic pharmaceuticals raises powerful questions about similarity and difference in modern medicine Generic drugs are now familiar objects in clinics drugstores and households around the world We like to think of these tablets capsules patches and ointments as interchangeable with their brand name counterparts why pay more for the same And yet they are not quite the same They differ in price in place of origin in color shape and size in the dyes binders fillers and coatings used and in a host of other ways Claims of generic equivalence as physician historian Jeremy Greene reveals in this gripping narrative are never based on being identical to the original drug in all respects but in being the same in all ways that matter How do we know what parts of a pill really matter Decisions about which differences are significant and which are trivial in the world of therapeutics are not resolved by simple chemical or biological assays alone As Greene reveals in this fascinating account questions of therapeutic similarity and difference are also always questions of pharmacology and physiology of economics and politics of morality and belief Generic is the first book to chronicle the social political and cultural history of generic drugs in America It narrates the evolution of the generic drug industry from a set of mid twentieth century schlock houses and counterfeiters into an agile and surprisingly powerful set of multinational

corporations in the early twenty first century The substitution of bioequivalent generic drugs for more expensive brand name products is a rare success story in a field of failed attempts to deliver equivalent value in health care for a lower price Greene's history sheds light on the controversies shadowing the success of generics problems with the generalizability of medical knowledge the fragile role of science in public policy and the increasing role of industry marketing and consumer logics in late twentieth century and early twenty first century health care

The Routledge Handbook of Medical Anthropology Lenore Manderson, Elizabeth Cartwright, Anita Hardon, 2016-05-12 The Routledge Handbook of Medical Anthropology provides a contemporary overview of the key themes in medical anthropology In this exciting departure from conventional handbooks compendia and encyclopedias the three editors have written the core chapters of the volume and in so doing invite the reader to reflect on the ethnographic richness and theoretical contributions of research on the clinic and the field bioscience and medical research infectious and non communicable diseases biomedicine complementary and alternative modalities structural violence and vulnerability gender and ageing reproduction and sexuality As a way of illustrating the themes a rich variety of case studies are included presented by over 60 authors from around the world reflecting the diverse cultural contexts in which people experience health illness and healing Each chapter and its case studies are introduced by a photograph reflecting medical and visual anthropological responses to inequality and vulnerability An indispensable reference in this fastest growing area of anthropological study The Routledge Handbook of Medical Anthropology is a unique and innovative contribution to the field

Illicit Medicines in the Global South Mathieu Quet, 2021-10-20 This book investigates pharmaceutical regulation and the public health issue of fake or illicit medicines in developing countries The book analyses the evolution of pharmaceutical capitalism showing how the entanglement of market and health interests has come to shape global regulation Drawing on extensive fieldwork in India Kenya and Europe it demonstrates how large pharmaceutical companies have used the fight against fake medicines to serve their strategic interests and protect their monopolies sometimes to the detriment of access to medicines in developing countries The book investigates how the contemporary dynamics of pharmaceutical power in global markets have gone on to shape societies locally resulting in more security oriented policies These processes highlight the key consequences of contemporary logistical regimes for access to health Providing important insights on how the flows of commodities persons and knowledge shape contemporary access to medicines in the developing countries this book will be of considerable interest to policy makers and regulators and to scholars and students across sociology science and technology studies global health and development studies

Conflict of Interest and Medicine Boris Hauray, Henri Boullier, Jean-Paul Gaudillière, Hélène Michel, 2021-09-06 In the context of a growing criticism on the influence of the pharmaceutical industry on physicians scientists or politicians Conflict of Interest and Medicine offers a comprehensive analysis of the conflict of interest in medicine anchored in the social sciences with perspectives from sociology history political science and law Based on in depth empirical investigations conducted within

different territories France the European Union and the United States the contributions analyze the development of conflict of interest as a social issue and how it impacts the production of medical knowledge and expertise physicians work and their prescriptions and also the framing of health crises and controversies In doing so they bring a new understanding of the transformations in the political economy of pharmaceutical knowledge the politicization of public health risks and the promotion of transparency in science and public life Complementing the more normative and quantitative understandings of conflict of interest issues that dominate today this book will be of interest to researchers in a broad range of areas including social studies of sciences and technology sociology of health and illness and political sociology and ethics It will be also a valuable resource for health professionals medical scientists or regulators facing the question of corporate influence

Understanding Drugs Markets Carine Baxerres, Maurice Cassier, 2021-07-27 Drawing on anthropology historical sociology and social epidemiology this multidisciplinary book investigates how pharmaceuticals are produced distributed prescribed and consumed and regulated in order to construct a comprehensive understanding of the issues that drive medicine pharmaceutical markets in the Global South today Based on primary research conducted in Benin and Ghana and additional data collected in Cambodia and the Ivory Coast this volume uses artemisinin based combination therapies ACTs against malaria as a central case study It highlights the influence of the countries colonial and post colonial history on their models for state regulation production and distribution explores the determining role transnational actors as well as industries from the North but also and increasingly from the South play in influencing local pharmaceutical markets and looks at the behaviour of health care professionals and individuals Stepping back the authors then unpick the pharmaceuticalization process and the multiple regulations at stake by looking at the workings of and linkages between biomedical health pharmaceutical systems representatives of companies industries actors in private distribution and consumer practices Providing a thorough comparative analysis of the advantages and disadvantages of different pharmaceutical systems it is an important contribution to the literature on pharmaceuticalization and the governance of medication It is of interest to students researchers and policy makers interested in medical anthropology the sociology of health and illness global health healthcare management and pharmacy The Open Access version of this book available at <http://www.taylorfrancis.com/books/9780429329517> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

The Colonial Life of Pharmaceuticals Laurence Monnais, Laurence Monnais-Rousselot, 2019-08-22 Innovative examination of the early globalization of the pharmaceutical industry arguing that colonialism was crucial to the worldwide diffusion of modern medicines

FDA in the Twenty-First Century Holly Fernandez Lynch, I. Glenn Cohen, 2015-09-08 In its decades long effort to assure the safety efficacy and security of medicines and other products the Food and Drug Administration has struggled with issues of funding proper associations with industry and the balance between consumer choice and consumer protection Today these challenges are compounded by the pressures of

globalization the introduction of novel technologies and fast evolving threats to public health With essays by leading scholars and government and private industry experts FDA in the Twenty First Century addresses perennial and new problems and the improvements the agency can make to better serve the public good The collection features essays on effective regulation in an era of globalization consumer empowerment and comparative effectiveness as well as questions of data transparency conflicts of interest industry responsibility and innovation policy all with an emphasis on pharmaceuticals The book also intervenes in the debate over off label drug marketing and the proper role of the FDA before and after a drug goes on the market Dealing honestly and thoroughly with the FDA s successes and failures these essays rethink the structure function and future of the agency and the effect policy innovations may have on regulatory institutions abroad **Risk on the Table**

Angela N. H. Creager, Jean-Paul Gaudillière, 2021-01-15 Over the last century the industrialization of agriculture and processing technologies have made food abundant and relatively inexpensive for much of the world s population Simultaneously pesticides nitrates and other technological innovations intended to improve the food supply s productivity and safety have generated new often poorly understood risks for consumers and the environment From the proliferation of synthetic additives to the threat posed by antibiotic resistant bacteria the chapters in Risk on the Table zero in on key historical cases in North America and Europe that illuminate the history of food safety highlighting the powerful tensions that exists among scientific understandings of risk policymakers decisions and cultural notions of pure food **The Routledge**

Handbook of the Political Economy of Science David Tyfield, Rebecca Lave, Samuel Randalls, Charles Thorpe, 2017-04-28 The political economy of research and innovation R I is one of the central issues of the early twenty first century Science and innovation are increasingly tasked with driving and reshaping a troubled global economy while also tackling multiple overlapping global challenges such as climate change or food security global pandemics or energy security But responding to these demands is made more complicated because R I themselves are changing Today new global patterns of R I are transforming the very structures institutions and processes of science and innovation and with it their claims about desirable futures Our understanding of R I needs to change accordingly Responding to this new urgency and uncertainty this handbook presents a pioneering selection of the growing body of literature that has emerged in recent years at the intersection of science and technology studies and political economy The central task for this research has been to expose important but consequential misconceptions about the political economy of R I and to build more insightful approaches This volume therefore explores the complex interrelations between R I both in general and in specific fields and political economies across a number of key dimensions from health to environment and universities to the military The Routledge Handbook of the Political Economy of Science offers a unique collection of texts across a range of issues in this burgeoning and important field from a global selection of top scholars The handbook is essential reading for students interested in the political economy of science technology and innovation It also presents succinct and insightful summaries of the state of the art for more

advanced scholars **That High Design Of Purest Gold: A Critical History Of The Pharmaceutical Industry, 1880-2020** Graham Dutfield, 2020-11-11 This book is a history of medicines and the commercial actors that make and sell them covering the 140 years since the modern pharmaceutical industry came into being It is written in a lively and accessible way aiming at a general audience that combines historical narrative with fascinating case studies on drug discovery and commercialization from the rat poison that became warfarin to a cardiovascular treatment that was turned into Viagra In a non partisan way it also examines some of the less noble manifestations of corporate behavior concluding with an agenda for reform It is hard to think of anything nobler than to bring to the world a medicine that saves lives And over 140 years of history the pharmaceutical industry has produced a range of remarkable products albeit typically with external scientific and financial support Making medicines is a very big and profit driven business and the industry does not always make the right products for the right people or at the right prices The industry wields immense power over lives and economies How has it risen to this position of dominance Are the interests of the industry and the public in balance What should we admire about the industry What should we criticise and seek to change The importance of this book lies in the fact that we are all stakeholders in this industry whether or not we own shares so we all need answers to these questions Related Link s

Reimagining (Bio)Medicalization, Pharmaceuticals and Genetics Susan Bell, Anne Figert, 2015-02-11 In recent years medicalization the process of making something medical has gained considerable ground and a position in everyday discourse In this multidisciplinary collection of original essays the authors expertly consider how issues around medicalization have developed ways in which it is changing and the potential shapes it will take in the future They develop a unique argument that medicalization biomedicalization pharmaceuticalization and geneticization are related and co evolving processes present throughout the globe This is an ideal addition to anthropology sociology and STS courses about medicine and health **Pharma** Gerald Posner, 2020-03-10 Award winning journalist and New York Times bestselling author Gerald Posner reveals the heroes and villains of the trillion dollar a year pharmaceutical industry and delivers a withering and encyclopedic indictment of a drug industry that often seems to prioritize profits over patients The New York Times Book Review Pharmaceutical breakthroughs such as anti biotics and vaccines rank among some of the greatest advancements in human history Yet exorbitant prices for life saving drugs safety recalls affecting tens of millions of Americans and soaring rates of addiction and overdose on pre scriptio n opioids have caused many to lose faith in drug companies Now Americans are demanding a national reckoning with a monolithic industry Gerald s dogged reporting sets Pharma apart from all books on this subject The Washington Standard as we are introduced to brilliant scientists incorruptible government regulators and brave whistleblowers facing off against company executives often blinded by greed A business that profits from treating ills can create far deadlier problems than it cures Addictive products are part of the industry s DNA from the days when corner drugstores sold morphine heroin and cocaine to the past two decades of dangerously overprescribed opioids Pharma also

uncovers the real story of the Sacklers the family that became one of America's wealthiest from the success of OxyContin their blockbuster narcotic painkiller at the center of the opioid crisis Relying on thousands of pages of government and corporate archives dozens of hours of interviews with insiders and previously classified FBI files Posner exposes the secrets of the Sacklers rise to power revelations that have long been buried under a byzantine web of interlocking companies with ever changing names and hidden owners The unexpected twists and turns of the Sackler family saga are told against the startling chronicle of a powerful industry that sits at the intersection of public health and profits Explosively even addictively readable Booklist starred review Pharma reveals how and why American drug companies have put earnings ahead of patients

Antidepressed Beverley Thomson, 2022-01-04 A COMPREHENSIVE WAKE UP CALL FOR PATIENTS AND PROFESSIONALS *Antidepressed* breaks down the growing issue of antidepressant use harm and dependence how we got to this point what's happening worldwide every single day and most importantly where we go from here Providing information that both patients and mental health professionals desperately need *Antidepressed* exposes the holes in mental health systems and highlights the desperate need for reform Featuring compelling accounts from real people whose lives have been irrevocably harmed by prescription antidepressants *Antidepressed* provides proof that there is no such thing as a magic pill and that pretending otherwise risks the lives and well being of those who need help the most

Uncertainty in Pharmacology Adam LaCaze, Barbara Osimani, 2020-02-20 This volume covers a wide range of topics concerning methodological epistemological and regulatory ethical issues around pharmacology The book focuses in particular on the diverse sources of uncertainty the different kinds of uncertainty that there are and the diverse ways in which these uncertainties are or could be addressed Compared with the more basic sciences such as chemistry or biology pharmacology works across diverse observable levels of reality although the first step in the causal chain leading to the therapeutic outcome takes place at the biochemical level the end effect is a clinically observable result which is influenced not only by biological actions but also psychological and social phenomena Issues of causality and evidence must be treated with these specific aspects in mind In covering these issues the book opens up a common domain of investigation which intersects the deeply intertwined dimensions of pharmacological research pharmaceutical regulation and the related economic environment The book is a collective endeavour with in depth contributions from experts in pharmacology philosophy of medicine statistics scientific methodology formal and social epistemology working in constant dialogue across disciplinary boundaries

Know Your Remedies He Bian, 2022-03-08 Traditional Chinese medicine has been practiced in various forms for more than a thousand years Practitioners may heal patients with herbal remedies acupuncture massage exercise and modified diets Even today herbal medicines are of particular importance Chinese pharmacies containing a vast array of remedies can be found in cities and towns the world over This book is an interdisciplinary and cultural history of the concept of pharmacy both the drugs themselves and the trade in medicine during the Ming and Qing dynasties of early modern China

This was a time of change for traditional Chinese medicine and for Chinese science as a whole. Many historians have argued that sixteenth century China was a high point of scientific inquiry followed by a period of intellectual decline. Though political and intellectual shifts led to a crisis of authority over pharmaceutical knowledge in the sixteenth through eighteenth centuries, Bian argues that this period of supposed intellectual decline was in fact characterized by numerous efforts to further refine and spread the pharmacological knowledge amassed in the Ming dynasty. She draws on a wide range of primary sources but particularly through the study of *bencao* pronounced *pen ts ao*, a genre of encyclopaedic works often called *materia medica* or *pharmacopoeia* in the West that collect information on medicinal substances. As the early modern Chinese Empire expanded and print culture became more widespread, the pursuit of medical remedies became a significant commercial enterprise. The author connects theory and practice of pharmacy during the Ming and Qing dynasties to broader developments in intellectual history, book culture, commerce, and taxation. *Semiotics and Visual Communication III*

Evripides Zantides, 2019-11-12. The chapters in this book consist of selected papers that were presented at the 3rd International Conference and Poster Exhibition on Semiotics and Visual Communication at the Cyprus University of Technology in November 2017. They investigate the theme of the third conference, *The Semiotics of Branding*, and look at branding and brand design as endorsing a reputation and inhabiting a status of almost mythical proportion that has triumphed over the past few decades. Emerging from its forerunner, corporate identity, to incorporate advertising, consumer lifestyles, and attitudes, image rights, market research, customisation, global expansion, sound, and semiotics, and the consumer as the brand, the word branding currently appears to be bigger than its own umbrella definition. From tribal markers such as totems, scarifications, and tattoos to emblems of power, language, fashion, architectural space, insignias of communal groups, heraldic devices, religious and political symbols, national flags, and the like, a form of branding is at work that responds to the need to determine the presence and interaction of specific groups, persons, or institutions through shared codes of meaning.

Abortion Pills Go Global Sydney Calkin, 2023-10-03. Abortion access has been transformed by medication abortion pills. These pills have made safe abortion possible around the world, even in the most restrictive legal contexts. *Abortion Beyond Borders* follows these pills as they are moved by feminist activists from India into Ireland, Northern Ireland, Poland, and the USA. It explores how medication abortion pills and the activists who supply them have changed abortion access, impacted politics, and catalyzed progressive reforms. *Abortion Beyond Borders* offers an unprecedented up-close look into the global self-managed abortion movement. *The Truth Pill* Dinesh Singh Thakur, Prashant Reddy Thikkavarapu, 2022-10-10. Since 2004, when the fraud at Ranbaxy, the largest Indian pharmaceutical company at the time, first came to light, the Indian pharmaceutical industry and clinical research organizations have been rocked by a series of scandals. After investigations by American and European drug regulators, while the West has responded to concerns about quality of Made in India medicine by blocking exports from many Indian pharmaceutical companies, the Indian government responded not with regulatory

reform but conspiracy theories about vested interests working against India More worryingly the Indian state has also turned a blind eye to a far more serious quality crisis in its domestic pharmaceutical market At times these quality issues manifest themselves in the deaths of Indian citizens as happened in early 2020 when 11 children died in Jammu because of adulterated cough syrup On other occasions a dodgy drug approval process has led to the Indian regulator approving sales of drugs that have never been approved by regulators in the developed markets The result is not just poor health outcomes but outsize profits for pharmaceutical companies manufacturing medicines that have never been validated through scientifically rigorous clinical trials for therapeutic evidence These twin crises in both the domestic and export markets is because India has either outdated regulations or no regulations in some areas Even the outdated regulations are enforced with kids gloves by drug inspectors and judicial magistrates who are ready to forgive even those whose drugs are found to contain barely any active ingredient or dangerously high levels of bacterial endotoxins In a race for growth of the pharmaceutical industry the Indian state has sacrificed scientific rigour and ignored the basic principles of public health Given India s position as the pharmacy of the developing world the failure of the Indian state is a problem for not just India but most of the developing world This timely important and compelling book based on deep research questions and analyzes the actions of the institutions that are responsible for the safety and efficacy of the Indian drug supply in the context of the historical evolution of the Drugs Act 1940 from pre Independence India to the present day The future of Indian public health lies in responding to the issues raised in this book

The Nocebo Effect Stewart Justman, 2016-04-30 The Nocebo Effect documents the transformation of normal problems into medical ones and brings out the risks of this inflationary practice One notable risk is that people labeled as sick may find themselves living up to their label through the alchemy of the nocebo effect

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