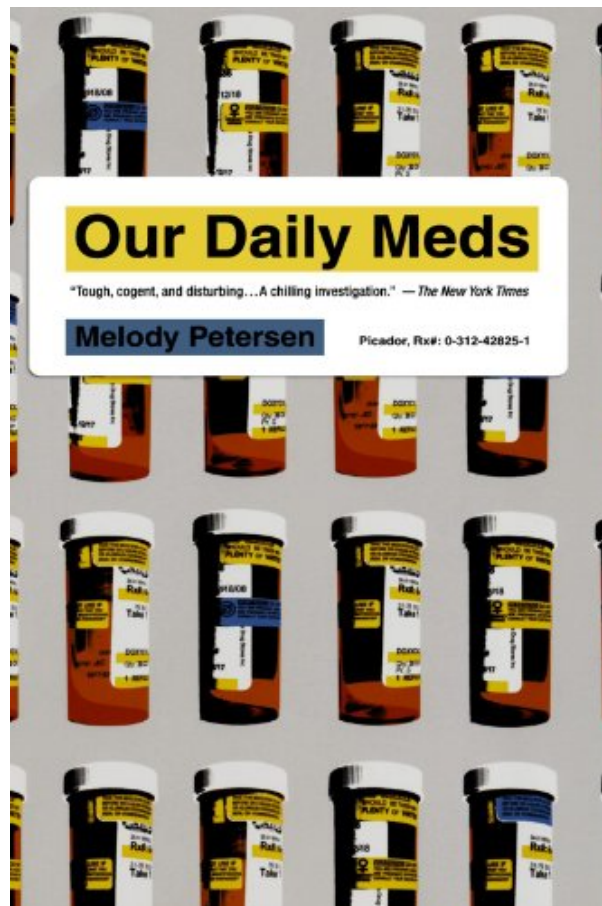


# OUR DAILY MEDS: HOW THE PHARMACEUTICAL COMPANIES TRANSFORMED THEMSELVES INTO SLICK MARKETING MACHINES AND HOOKED THE NATION ON PRESCRIPTION



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From Publishers Weekly

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Review

“Tough, cogent, and disturbing enough to have a serious impact . . . [A] chilling investigation.” ?The New York Times

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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 vacatopms, 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.

- Sales Rank: #772206 in Books
- Published on: 2009-03-03
- Released on: 2009-03-03
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .99" w x 5.50" l, .86 pounds
- Binding: Paperback
- 448 pages

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## Most helpful customer reviews

110 of 118 people found the following review helpful.

Where are all the accolades (and reviews) for this brilliant book?

By Barbara Wellesley

After just finishing this book - as good a piece of investigative journalism as they come - I'm as shocked by the lack of reviews here as I am by seeing the ugly revelation of the "man behind the curtains" true face of Big Pharma.

Petersen has chosen an enormous subject, the debased fall and ugly spectacle of medical scientists and researchers, the entire pharmaceutical industry, and yes, most if not all of our physicians failing in their duties to their patients in order to grab another hundred bucks or so in bribes. I was shocked, angry, enraged and finally repelled by what I read, in that order, but was also grateful to Petersen's compulsively easy-to-read style that allowed me to truly understand what I was reading.

Between this expose, and Gary Taubes' clear and concise outline (in Good Calories, Bad Calories) of how the public has been misled and lied to about cholesterol, our diets, heart disease and statins - I'm ready to throw 'the book' at the entire complex, hold Senate Hearings, throw people in jail, and start medicine from scratch. Which might not be such a bad idea, because after reading this book I encourage everyone to begin their next annual physical with the words: "And whose payroll are \*you\* on?"

I recommend this book, and Taubes' book, as REQUIRED READING for anyone who is breathing at the moment - and would like to continue doing so.

55 of 60 people found the following review helpful.

Accurate and Shocking

By Eric Martinez

I lived with a neurologist for 4 years during which time he switched from being a 'consultant' for as many pharmas as he could to being a top VP at a very large pharma in NJ. I have seen all the dinners, the off label



discussions, the trips to the virgin island and so on. Your book may shock readers, but its content is very accurate. Thank you for putting the truth out there. I was shocked when I learned what was going on and have since had a very bad view of the pharma industry. I will recommend your book to as many people as I can, especially people with young children who could be taking all these mood altering drugs.

43 of 48 people found the following review helpful.

A fascinating read

By Glenda J. Pinkham

Great writing style making it a hard book to put down. Every medical provider should read this book. As a provider for 15 years I have seen the tactics, I have watched drugs come in as samples and being promoted as some the best thing next to sliced cheese. I went to the dinners where "scientific information" was presented and thought that I wasn't smart enough to understand exactly why the drug was better(frequently, these same drugs were pulled from market). I have seen meds like neurontin being added to my patient med lists for a variety of reasons. Hmm I would think, I just don't read enough. Well, I will continue my wait and see attitude about new drugs. Something that sounds too good to be true....probably is.

See all 72 customer reviews...

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