



Blood Feud: The Man Who Blew the Whistle on One of the Deadliest Prescription Drugs Ever (Hardback)

By Kathleen Sharp

Dutton Books, United States, 2011. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Blood Feud is the electrifying true tale of Big Pharma s power, regulatory weakness, and the terrifying vulnerability of millions of innocent patients. THE PLAYERSThe Drug: Procrit An anti-anemia drug, this miraculous blood booster was one of the first biotech blockbusters. Developed by Amgen and licensed to a Johnson Johnson company, the drug was sold by the two companies under the brand names Procrit, Epogen, and Arenesp.The Underdog: Mark Duxbury, Drug Salesman Duxbury was the gung-ho salesman for the new biotech division of JJ, an irrepressible character full of jokes. In the early 1990s, he set out to spread the benefits of Procrit, and became a true believer and top seller. But he and his peers were told to steal business from JJ s partner, Amgen. Then came the marketing studies, the off-invoice rebates, doctor payments, and off-label claims. Duxbury tried to stop some of these ruthless programs, but was fired on trumped-up charges. He tried anything to warn the public: testifying in a secret arbitration, joining a class action effort, and filing a whistleblower suit. But he was thwarted at...



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Without doubt, this is actually the best job by any publisher. It is writter in basic phrases instead of difficult to understand. You will like the way the author publish this publication.

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