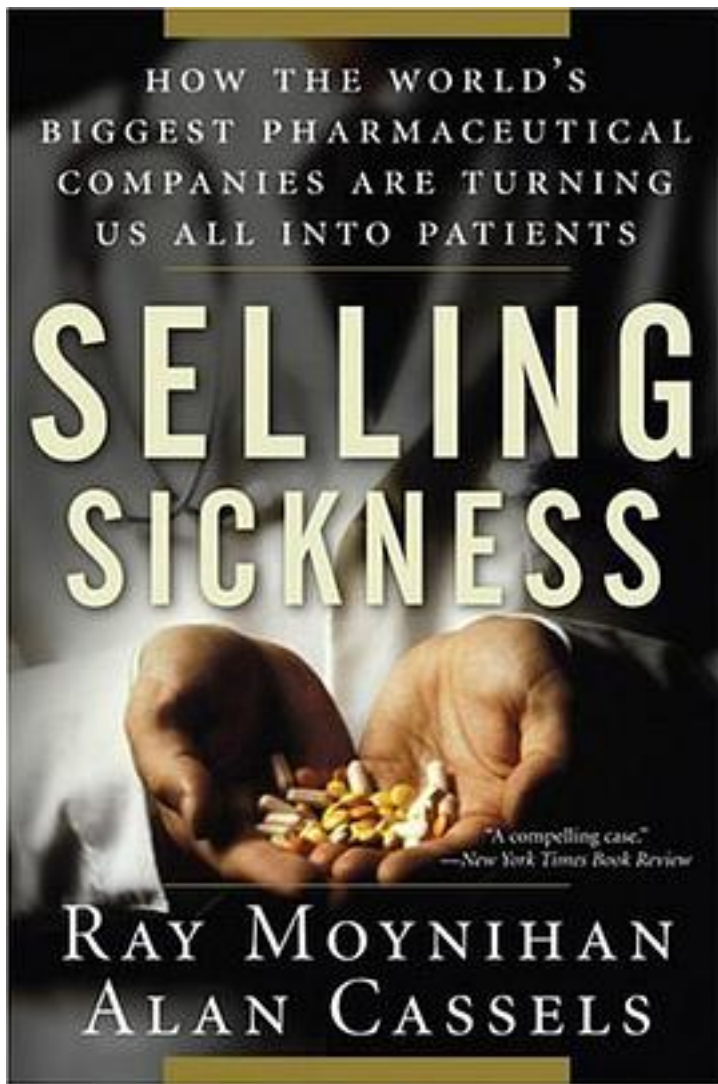


Selling Sickness



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出版者:Nation Books

出版时间:2006-6-23

装帧:Paperback

isbn:9781560258568

Thirty years ago, Henry Gadsden, the head of Merck, one of the world's largest drug companies, told Fortune magazine that he wanted Merck to be more like chewing gum maker Wrigley's. It had long been his dream to make drugs for healthy people so that Merck could "sell to everyone." Gadsden's dream now drives the marketing machinery of the most profitable industry on earth. Drug companies are systematically working to widen the very boundaries that define illness, and the markets for medication grow ever larger. Mild problems are redefined as serious illness and common complaints are labeled as medical conditions requiring drug treatments. Runny noses are now allergic rhinitis, PMS has become a psychiatric disorder, and hyperactive children have ADD. When it comes to conditions like high cholesterol or low bone density, being "at risk" is sold as a disease. 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, in turn threatening to bankrupt health-care systems all over the world. As more and more of ordinary life becomes medicalized, the industry moves ever closer to Gadsden's dream: "selling to everyone."

作者介绍:

雷·莫尼汉(Ray Moynihan)是全球知名的关注人类健康的作家之一，他的许多著作刊载于《悉尼晨报》(Sydney Morning Herald)、《墨尔本年代》(Melbourne Age)、《澳大利亚财经评论》(Australian Financial Review)、《不列颠医学月刊》(British Medical Journal)、《柳叶刀》(Lancet)和《新英格兰医学杂志》(New England Journal of Medicine)。

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标签

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评论

i need to know how the medicine i sometimes take gets into the pharmacy at first place.

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书评

因为自己学的专业的药学，从事的工作也是与医药相关的，所以看到这本书的标题时也很大的触动，想说看下别人眼中这个行业的隐秘。但我很失望，没看我想看的，看到的是这本书尽一切可能的机会说服人们相信医药公司为了把药卖给健康的人，使用一些不是很光明的手段重新定义了...

说实话平时对这种行业内幕的书不关心，这次也是朋友的推荐读了一下，内容还可以，揭露的某些医药内幕也让我触动了一下，回家赶紧看了看自己的药箱。一直都知道健康不用吃药，平常也不吃保健药之类的，可是感冒，发烧时，总难免还是会感冒药吃过头，看来以后要注意了。

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