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Sommario/riassunto	From Aspirin to Viagra, insulin to penicillin, and vaccines to vitamin supplements, drugs have become part of our everyday lives. This staggering global industry wasn't born overnight; advancements in pharmaceutical science have been happening for a long while, over the course of decades and even centuries. This book tells the history of ten prominent substances and how they came to be common household names. It shows how the creation of such influential drugs often began with the right person at the exactly right—or wrong!— time. The chapters tell the stories of geniuses and charlatans; scholars and amateurs; advances won through hard work or pure luck; and

ultimately, the handful of resounding successes that revolutionized a global industry. Beyond the pioneers of the most famous drugs in our culture, the book analyzes how our perspective on medical treatment has shifted over the decades. Modern standards for testing and administering substances have created a new set of advantages, setbacks, and stigmas, all of which are discussed herein. .
