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Nota di contenuto	pt. 1. The industry -- pt. 2. The consumer -- pt. 3. The market -- pt. 4. Intervention in the pharmaceutical market : public and private.
Sommario/riassunto	The pharmaceutical industry is praised as a world leader in high technology innovation and the creator of products that increase both longevity and quality of life for people throughout the world. At the same time, the industry is also criticized for its marketing and pricing practices and for its apparent anticompetitive responses to generic competition. Even its research and development priorities are criticized as being too closely driven by the goal of maximizing shareholder value, rather than the health of the public. Unfortunately, many of the critics of the industry fail to understand t