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Standardized herbal medicines in Ghana: The construction of a substantial share of the medicine market, especially for malaria -- PART III: Pharmaceuticalization: Medicines at the heart of health systems and societies -- 9. Pharmaceutical representative activities in Benin and Ghana: Promoting firms while helping construct the pharmaceutical economy of African countries -- 10. Self-medication versus consultation: Individual autonomy and dependence in health decisions -- 11. When subjective quality shapes the whole economy of pharmaceutical distribution and production -- Conclusion: Rationalizing drug markets in the Global South -- Index.

Sommario/riassunto

"Drawing on anthropology, sociology and epidemiology, this multidisciplinary book investigates how pharmaceuticals are produced, distributed, prescribed, and consumed in order to construct a comprehensive understanding of the issues that drive medicine markets in the Global South today. Providing a thorough comparative analysis of the advantages and disadvantages of different pharmaceutical systems, it is an important contribution to the literature on pharmaceuticalization and the governance of medication. It is of interest to students, researchers and policy-makers interested in medical anthropology, the sociology of health and illness, global health, healthcare management and pharmacy"--