

1. Record Nr.	UNINA9910790780603321
Autore	Li Jie Jack
Titolo	Blockbuster drugs : the rise and fall of the pharmaceutical industry // Jie Jack Li
Pubbl/distr/stampa	Oxford ; ; New York : , : Oxford University Press, , [2014] ©2014
ISBN	0-19-756301-5 0-19-991192-4 0-19-990904-0
Descrizione fisica	1 online resource (238 p.)
Collana	Oxford scholarship online
Disciplina	338.4/76151
Soggetti	Drugs - United States Pharmaceutical industry - United States - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2014.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: -- Table of Contents Chapter 1 Before the Age of Blockbuster Drugs Chapter 2 The Beginning of an Era - The First Blockbuster Drug Tagamet Chapter 3 More Blockbuster Drugs for Ulcer Chapter 4 Antihistamines as Allergy Medicines Chapter 5 Blood Thinners, From Heparin to Plavix Chapter 6 Conquest of Pain-- Analgesics: from Morphine to Lyrica Chapter 7 Lessons Bibliography Appendix Index.
Sommario/riassunto	Blockbuster drugs - each of which generates more than a billion dollars a year in revenue - have revolutionized the industry since the early 1980s, when sales of Tagamet alone transformed a minor Philadelphia-based firm into the world's ninth-largest pharmaceutical company. In this volume, Jie Jack Li tells the fascinating stories behind the discovery and development of these highly lucrative medicines, while also exploring the tumult the industry now faces as the 'patent cliff' nears.