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Nota di contenuto	Personalised medicine : a revolution in healthcare -- Pharacogenetics, expectation and promissory science -- Genetics, moral risk and professional resistance -- Clinical resistance to Alzheimer's pharmacogenetics -- Research, industry and pharamacogenetic literacy -- Engineering the clinic : getting personalised medicine into practice -- The fourth hurdle : cost-effectiveness and the funding of pharmacogenetics -- Disappointment and disclosure in the pharmacogenetic clinic -- The personalised is political.
Sommario/riassunto	Pharmacogenetics, the use of genetic testing to prescribe and develop drugs, has been hailed as a revolutionary development for the pharmaceutical industry and modern medicine. Supporters of 'personalised medicine' claim the result will be safer, cheaper, more effective drugs, and their arguments are beginning to influence policy

debates. Based on interviews with clinicians, researchers, regulators and company representatives, this book explores the impact of pharmacogenetics on clinical practice, following two cases of personalised medicine as they make their way from the laboratory to the clinic. It highlights the significant differences between the views of supporters of pharmacogenetics in industry and those who use the technology at the clinical 'coal face'. Theoretically, this work builds on the developing area of the sociology of socio-technical expectations, highlighting the way in which promoters of new technologies build expectations around it, through citation and the creation of technological visions.
