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Blood Feud: The Man Who Blew the Whistle on One of the Deadliest Prescription Drugs Ever (Hardback)

By Kathleen Sharp

Dutton Books, United States, 2011. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Blood Feud is the electrifying true tale of Big Pharma s power, regulatory weakness, and the terrifying vulnerability of millions of innocent patients. THE PLAYERSThe Drug: Procrit An anti-anemia drug, this miraculous blood booster was one of the first biotech blockbusters. Developed by Amgen and licensed to a Johnson Johnson company, the drug was sold by the two companies under the brand names Procrit, Epogen, and Arenesp.The Underdog: Mark Duxbury, Drug Salesman Duxbury was the gung-ho salesman for the new biotech division of JJ, an irrepressible character full of jokes. In the early 1990s, he set out to spread the benefits of Procrit, and became a true believer and top seller. But he and his peers were told to steal business from JJ s partner, Amgen. Then came the marketing studies, the off-invoice rebates, doctor payments, and off-label claims. Duxbury tried to stop some of these ruthless programs, but was fired on trumped-up charges. He tried anything to warn the public: testifying in a secret arbitration, joining a class action effort, and filing a whistleblower suit. But he was thwarted at...



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