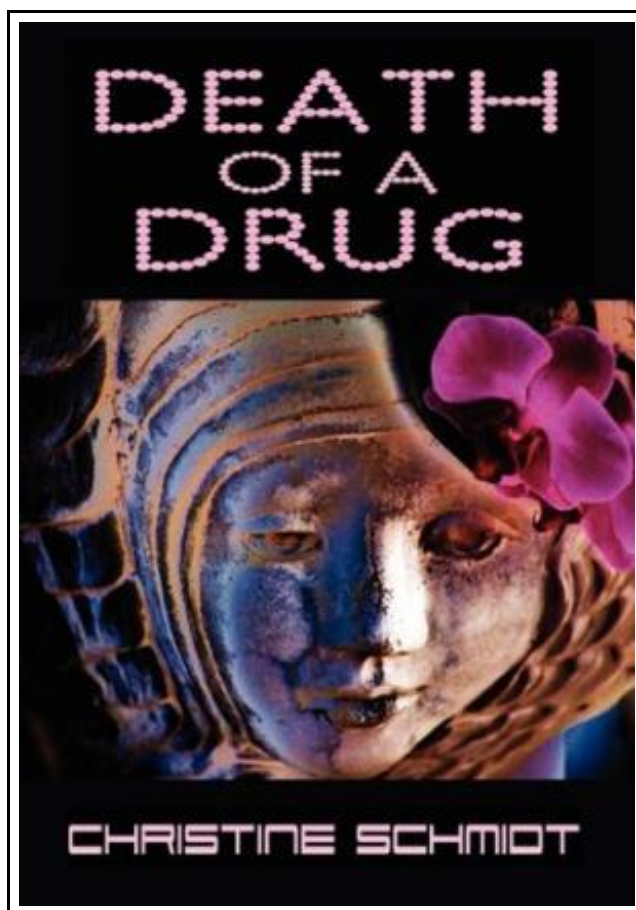


Death of a Drug



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DEATH OF A DRUG



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Reginald Russell Press. Paperback. Book Condition: New. Paperback. 399 pages. Dimensions: 9.5in. x 6.6in. x 0.4in. Death of a Drug takes place in 1996. Inhaber-Taft was one of the top global pharmaceutical companies, with a long history of scientific breakthroughs in the treatment of diseases. The corporations top-notch marketing and sales division turned these chemical compounds into blockbuster drugs. But the ethical, albeit stodgy culture begins to change when a valid post-marketing clinical trial, conducted with the drug MELAVOX, reveals the highest dose of the drug causes heart attacks and stroke. This presents a challenge to both the sales force and the marketing team who had boastfully informed Wall Street of now unattainable sales projections. Michael Poong, a sales manager on the career fast track, is desperate to meet his objectives and move on to his next promotion. He coaches his sales reps to promote MELAVOX outside of FDA approved labeling and, eventually, even ethical sales managers follow suit to save their careers. The story weaves through characters as diverse as the eccentric Rose Heinrich, a former nurse, who is now an aging pharmaceutical sales rep. She's the top performer in her district, a dog breeder, a heavy smoker, and she opts to hang in traction after sales meetings instead of participating in team dinners. Dr. Friedman is a narcissistic physician, who is devastated to learn that Lee Young, his trophy wife, has been unfaithful. There is only one way he can be sure she won't humiliate him anymore. Blaire Evans is a physical therapist who finds the transition into pharmaceutical sales a difficult one, until she learns there is a hard way or a smart way to get the job done. Harrison Johnson is a young, African American sales rep, who becomes another victim of Dr. Friedman's prejudice. Katie McDonough,...



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