Contents

Acknowledgements vii

1 Introduction 1
Jeremy A. Greene and Sergio Sismondo

Part I Pharmaceutical Lives 17
2 The Pharmaceuticalisation of Society? A Framework for Analysis 19
Simon J. Williams, Paul Martin and Jonathan Gabe
3 Pharmaceutical Witnessing: Drugs for Life in an Era of 33
Direct-to-Consumer Advertising
Joseph Dumit

Part II New Drugs, Diseases, and Identities 49
4 Releasing the Flood Waters: Diuril and the Reshaping of Hypertension 51
Jeremy A. Greene
5 Dep@ession and Consum@tion: Psychopharmaceuticals, Branding, 70
and New Identity Practices
Nathan Greenslit
6 BiDil: Medicating the Intersection of Race and Heart Failure 87
Anne Pollock
7 Manufacturing Desire: The Commodification of Female Sexual Dysfunction 106
Jennifer R. Fishman

Part III Drugs and the Circulation of Medical Knowledge 121
8 Following the Script: How Drug Reps Make Friends and Influence Doctors 123
Adriane Fugh-Berman and Shabram Abari
Contents

9 Getting to Yes: Corporate Power and the Creation of a Psychopharmaceutical Blockbuster
Kalman Applbaum 133

10 Pushing Knowledge in the Drug Industry: Ghost-Managed Science
Sergio Sismondo 150

11 Transcultural Medicine: A Multi-Sited Ethnography on the Scientific-Industrial Networking of Korean Medicine
Jongyoung Kim 165

Part IV Political and Moral Economies of Pharmaceutical Research 179

12 Uncommon Trajectories: Steroid Hormones, Mexican Peasants, and the Search for a Wild Yam
Gabriela Soto Laveaga 181

13 “Ready-to-Recruit” or “Ready-to-Consent” Populations? Informed Consent and the Limits of Subject Autonomy
Jill A. Fisher 195

14 Clinical Trials Offshored: On Private Sector Science and Public Health
Adriana Petryna 208

15 The Experimental Machinery of Global Clinical Trials: Case Studies from India
Kaushik Sunder Rajan 222

Part V Intellectual Property in Local and Global Markets 235

16 Intellectual Property and Public Health: Copying of HIV/AIDS Drugs by Brazilian Public and Private Pharmaceutical Laboratories
Maurice Cassier and Marilena Correa 237

17 Global Pharmaceutical Markets and Corporate Citizenship: The Case of Novartis’ Anti-Cancer Drug Glivec
Stefán Ecks 247

18 Generic Medicines and the Question of the Similar
Cori Hayden 261

Index 268