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# **Our Daily Meds How The Pharmaceutical Companies Transformed Themselves Into Slick Marketing Machines And Hooked Nation On Prescription Drugs Melody Petersen**

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Friday Best Books of 2019 New  
postscript by the author From an  
award-winning journalist, an  
explosive narrative investigation of  
the generic drug boom that reveals  
fraud and life-threatening dangers  
on a global scale—The Jungle for  
pharmaceuticals Many have hailed

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the widespread use of generic drugs as one of the most important public-health developments of the twenty-first century. Today, almost 90 percent of our pharmaceutical market is comprised of generics, the majority of which are manufactured overseas. We have been reassured by our doctors, our pharmacists and our regulators that generic drugs are identical to their brand-name counterparts, just less expensive. But is this really true? Katherine Eban 's *Bottle of Lies* exposes the deceit behind generic-drug manufacturing—and the attendant risks for global health. Drawing on exclusive accounts from whistleblowers and regulators, as well as thousands of pages of confidential FDA documents, Eban reveals an industry where fraud is rampant, companies routinely falsify data, and executives circumvent almost every principle of safe manufacturing to minimize cost and maximize profit, confident in their ability to fool inspectors. Meanwhile, patients unwittingly consume medicine with unpredictable and dangerous effects. The story of generic drugs is truly global. It connects middle America to China, India, sub-Saharan Africa and Brazil, and represents the ultimate litmus test of globalization: what are the risks of moving drug manufacturing offshore, and are they worth the savings? A decade-long investigation with international sweep, high-stakes brinkmanship and big money at its core, *Bottle of Lies* reveals how the world ' s greatest public-health innovation has become one of its most astonishing swindles.

**Big Pharma** CRC Press  
Reveals how pharmaceutical companies have used slick marketing techniques to promote dangerous medications to American physicians and consumers, examining how the industry has transformed the practice of medicine and damaged American life.

**Our Daily Meds**  
Penguin  
For the nearly 78 million Americans with hypertension, a safe, effective

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lifestyle	pressure down in
plan—incorporating	just four
the DASH diet	weeks—without the
principles and much	potential dangers
more—for lowering	and side effects of
blood pressure	prescription
naturally If you	medications. In
have high blood	Blood Pressure
pressure, you're	Down, Janet Bond
not alone: nearly a	Brill distills what
third of adult	she's learned over
Americans have been	decades of helping
diagnosed with	her patients lower
hypertension, and	their blood
another quarter are	pressure into a ten-
well on their way.	step lifestyle plan
Yet a whopping 56	that's manageable
percent of	for anyone. You'll:
diagnosed patients	• harness the power
do not have it	of blood pressure
under control. The	power foods like
good news?	bananas, spinach,
Hypertension is	and yogurt • start
easily treatable	a simple regimen of
(and preventable),	exercise and stress
and you can take	reduction • stay on
action today to	track with
bring your blood	checklists, meal

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plans, and more than fifty simple recipes Easy, effective, safe—and delicious—Blood Pressure Down is the encouraging resource that empowers you, or your loved ones, to lower your blood pressure and live a longer, heart-healthy life.

The Healthspan Solution

Little, Brown Spark

Plumb ' s Veterinary Drug

Handbook, Ninth Edition

updates the most complete, detailed, and trusted source of drug information relevant to veterinary medicine. Provides a fully updated edition of the classic veterinary drug handbook, with carefully curated dosages per indication for clear guidance on selecting a dose Features 16 new drugs Offers an authoritative,

complete reference for detailed information about animal medication Designed to be used every day in the fast-paced veterinary setting Includes dosages for a wide range of species, including dogs, cats, exotic animals, and farm animals

Our Daily Meds Little, Brown Spark

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. Chronic pain and opioid use disorder both represent complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan

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in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene a committee to update the state of the science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

The Lincoln Highway  
Penguin

Yes, I Took My Meds is a raw, intimate dive into finding peace amongst the chaos. Dive into Ahiddibah's world of family, culture, and motherhood while navigating her way through the ins and outs of bipolar disorder. Written with the perfect balance of humor and humility, Ahiddibah's story is told truthfully and without restraint. It is one of courage and learning from mistakes. You will likely see bits of yourself in her story.

The Giver Elsevier Health Sciences

A New York Times bestseller, Norman Ohler's *Blitzed* is a "fascinating, engrossing, often dark history of drug use in the Third Reich " (Washington Post). The Nazi regime preached an ideology of physical, mental, and moral purity. Yet as Norman Ohler reveals in this gripping history, the Third Reich was saturated with drugs: cocaine, opiates, and, most of all, methamphetamines, which were consumed by everyone from factory workers to housewives to German soldiers. In fact, troops were encouraged, and in some

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cases ordered, to take rations of a form of crystal meth—the elevated energy and feelings of invincibility associated with the high even help to account for the breakneck invasion that sealed the fall of France in 1940, as well as other German military victories. Hitler himself became increasingly dependent on injections of a cocktail of drugs—ultimately including Eukodal, a cousin of heroin—administered by his personal doctor. Thoroughly researched and rivetingly readable, *Blitzed* throws light on a history that, until now, has remained in the shadows. “Delightfully nuts.” —*The New Yorker*

**Did I Take That Basic Books**  
A look at how corporate salesmanship has taken over the largest pharmaceutical companies and how the industry has taken over the practice of medicine.

**The Power of When**  
Bantam Dell Publishing Group  
Introduces the importance of taking the right medicines and treating them with respect through the story of Jimmy, who thought medicines were magical and tried to cure his teddy bear, but learned about the different types when he got sick.

**Daily Medicine Diary** Crabtree Publishing Company  
Dr. Hyman's revolutionary weight-loss program, based on the #1 New York Times bestseller *The Blood Sugar Solution*, supercharged for immediate results! The key to losing weight and keeping it off is maintaining low insulin levels. Based on Dr. Hyman's groundbreaking *Blood Sugar Solution* program, **THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET** presents strategies for reducing

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insulin levels and producing fast and sustained weight loss. Dr. Hyman explains how to: activate your natural ability to burn fat--especially belly fat; reduce inflammation; reprogram your metabolism; shut off your fat-storing genes; de-bug your digestive system; create effortless appetite control; and soothe the stress to shed the pounds. With practical tools designed to achieve optimum wellness, including meal plans, recipes, and shopping lists, as well as step-by-step, easy-to-follow advice on green living, supplements, medication, exercise, and more, **THE BLOOD SUGAR SOLUTION 10-DAY DETOX DIET** is the fastest way to lose weight, prevent disease, and feel your best.

Herbal Medicine Harmony  
Our Daily Meds Sarah Crichton Books  
Blitzed WestBow Press

One of America's top doctors reveals how AI will empower physicians and revolutionize patient care. Medicine has become inhuman, to disastrous effect. The doctor-

patient relationship--the heart of medicine--is broken: doctors are too distracted and overwhelmed to truly connect with their patients, and medical errors and misdiagnoses abound. In **Deep Medicine**, leading physician Eric Topol reveals how artificial intelligence can help. AI has the potential to transform everything doctors do, from notetaking and medical scans to diagnosis and treatment, greatly cutting down the cost of medicine and reducing human mortality. By freeing physicians from the tasks that interfere with human connection, AI will create space for the real healing that takes place between a doctor who can listen and a patient who needs to be heard. Innovative, provocative, and hopeful, **Deep Medicine** shows us how the awesome power of AI can make medicine better, for all the humans involved.

The Medicine Book



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HarperCollins

Corporate executive Deanna Ricke discovered that the twenty-first century is a tough time to be a mom. From school shootings to pervasive porn, from children chained in basements to idolized addicts, the threats to her children were overwhelming, and fear of making the wrong decision nearly incapacitated her. She was no stranger to the debilitating effects of fear, however. In her work as a communications consultant, Deanna spent years helping corporate executives conquer their fear of public speaking. She knew that fear could be methodically, effectively managed. What if I fought fear with faith, instead of narcotics? she thought. What if I turned to God instead of Google? Would that make me crazy or just Catholic? An achingly honest and funny tale of how one worried working mom fought fear with faith and began hearing from God in wonderful ways. Deanna weaves together her own moving personal stories with Scripture, modern lyrics, and

practical advice. She shares the seventeen steps she took to move from doubtful to devoutful. Each chapter begins with Scripture passages and ends with questions for consideration, making the book a great choice for individuals, book clubs, Bible studies, or small groups.

The Pill Book Guide to Medication for Your Dog and Cat Macmillan

Learn about astonishing medical breakthroughs and discoveries in The Medicine Book. Part of the fascinating Big Ideas series, this book tackles tricky topics and themes in a simple and easy to follow format. Learn about Medicine in this overview guide to the subject, great for novices looking to find out more and experts wishing to refresh their knowledge alike! The Medicine Book brings a fresh and vibrant take on the topic through eye-catching graphics and diagrams to immerse yourself in. This captivating book will broaden your understanding of Medicine, with: - More than 100 groundbreaking ideas in this field of science - Packed with facts,

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charts, timelines and graphs to help explain core concepts - A visual approach to big subjects with striking illustrations and graphics throughout - Easy to follow text makes topics accessible for people at any level of understanding The Medicine Book is a captivating introduction to the crucial breakthroughs in this science, aimed at adults with an interest in the subject and students wanting to gain more of an overview. Here you'll discover more than 90 amazing medical discoveries through exciting text and bold graphics. Your Medical Questions, Simply Explained This fresh new guide explores the discoveries that have shaped our modern-day understanding of medicine and helped us protect and promote our health. If you thought it was difficult to learn about the important milestones in medical history The Medicine Book presents key information in an easy to follow layout. Learn about medical science's response to new challenges - such as COVID-19, and ancient practices like herbal medicine and balancing the humors - through

superb mind maps and step-by-step summaries. The Big Ideas Series With millions of copies sold worldwide, The Medicine Book is part of the award-winning Big Ideas series from DK. The series uses striking graphics along with engaging writing, making big topics easy to understand.

### The Little Book of Healthy Beauty Sarah Crichton Books

Learn the best time to do everything--from drink your coffee to have sex or go for a run--according to your body's chronotype. Most advice centers on what to do, or how to do it, and ignores the when of success. But exciting new research proves there is a right time to do just about everything, based on our biology and hormones. As Dr. Michael Breus proves in The Power Of When, working with your body's inner clock for maximum health,

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happiness, and productivity is for Parkinson's Disease, from easy, exciting, and fun. The Power Of When presents a groundbreaking new program for getting back in sync with your natural rhythm by making minor changes to your daily routine. After you've taken Dr. Breus's comprehensive Bio-Time Quiz to figure out your chronotype (are you a Bear, Lion, Dolphin or Wolf?), you'll find out the best time to do over 50 different activities. Featuring a foreword by Mehmet C. Oz, MD, and packed with fascinating facts, fun personality quizzes, and easy-to-follow guidelines, The Power Of When is the ultimate "lifehack" to help you achieve your goals.

Side Effects Oxford University Press

The fundamental guide to the most effective treatments

a Mayo Clinic doctor with thirty years of clinical and research experience. In this second edition follow-up to the extremely successful first edition, Dr. Ahlskog draws on thirty years of clinical experience to present the definitive guide to dealing with all aspects of Parkinson's Disease, from treatment options and side effects to the impact of the disease on caregivers and family. Dr. Ahlskog's goal is to educate patients so that they can better team up with their doctors to do battle with the disease, streamlining the decision-making process and enhancing their treatment. To do this, Dr. Ahlskog offers a gold mine of information, distilled from his years of experience treating people with

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Parkinson's at the Mayo Clinic. In addition to providing a comprehensive account of Parkinson's medications, this book also examines additional aspects of treatment, such as the role of nutrition, exercise, and physical therapy. Although many commendable texts have been written on the subject of Parkinson's Disease, their discussions of treatment have not been in depth. Dr. Ahlskog sifts through aspects of the disease in order to give the reader a comprehensive sense of Parkinson's and the best available treatment options. With a broader understanding of the disease and the available options, patients are able to make more informed choices, and doctors are able to provide more tailored care. This book delivers hopeful,

helpful, and extensive information to all parties concerned: patients, caregivers, and doctors. The ultimate guide to symptoms and treatment, this thoroughly updated second edition is the first place patients should turn for reliable, easy-to-grasp information on Parkinson's Disease.

Deep Medicine Jones & Bartlett Learning

In this book, David Karp explores the relationship between pills and personhood by listening to a group of experts who rarely get the chance to speak on the matter--those who are taking the medications. Through their honest and vivid stories, this book provides unflinching portraits of people attempting to make sense of a process far more complex and mysterious than doctors or pharmaceutical companies

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generally admit.

Dimensional Analysis for  
Meds Algonquin Books

During her two decades at The New England Journal of Medicine, Dr. Marcia Angell had a front-row seat on the appalling spectacle of the pharmaceutical industry. She watched drug companies stray from their original mission of discovering and manufacturing useful drugs and instead become vast marketing machines with unprecedented control over their own fortunes. She saw them gain nearly limitless influence over medical research, education, and how doctors do their jobs. She sympathized as the American public, particularly the elderly, struggled and increasingly failed to meet spiraling prescription drug prices.

Now, in this bold, hard-hitting new book, Dr. Angell exposes the shocking truth of what the pharmaceutical industry has become – and argues for essential, long-overdue change. Currently Americans spend a staggering \$200 billion each year on prescription drugs. As Dr. Angell powerfully demonstrates, claims that high drug prices are necessary to fund research and development are unfounded: The truth is that drug companies funnel the bulk of their resources into the marketing of products of dubious benefit. Meanwhile, as profits soar, the companies brazenly use their wealth and power to push their agenda through Congress, the FDA, and academic medical centers. Zeroing in on hugely successful drugs like AZT

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(the first drug to treat HIV/AIDS), Taxol (the best-selling cancer drug in history), and the blockbuster allergy drug Claritin, Dr. Angell demonstrates exactly how new products are brought to market. Drug companies, she shows, routinely rely on publicly funded institutions for their basic research; they rig clinical trials to make their products look better than they are; and they use their legions of lawyers to stretch out government-granted exclusive marketing rights for years. They also flood the market with copycat drugs that cost a lot more than the drugs they mimic but are no more effective. The American pharmaceutical industry needs to be saved, mainly from itself, and Dr. Angell proposes a program of vital reforms, which

includes restoring impartiality to clinical research and severing the ties between drug companies and medical education. Written with fierce passion and substantiated with in-depth research, *The Truth About the Drug Companies* is a searing indictment of an industry that has spun out of control.

*Mind Over Meds* HarperCollins  
Covering the full range of nursing interventions, *Nursing Interventions Classification (NIC)*, 6th Edition provides a research-based clinical tool to help in selecting appropriate interventions. It standardizes and defines the knowledge base for nursing practice while effectively communicating the nature of nursing. More than 550 nursing interventions are provided — including 23 NEW labels. As the only comprehensive taxonomy of nursing-sensitive interventions available, this book is ideal for practicing nurses, nursing students, nursing administrators,

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and faculty seeking to enhance nursing curricula and improve nursing care. More than 550 research-based nursing intervention labels with nearly 13,000 specific activities. Definition, list of activities, publication facts line, and background readings provided for each intervention. NIC Interventions Linked to 2012-2014 NANDA-I Diagnoses promotes clinical decision-making. New! Two-color design provides easy readability. 554 research-based nursing intervention labels with nearly 13,000 specific activities. NEW! 23 additional interventions include: Central Venous Access Device Management, Commendation, Healing Touch, Dementia Management: Wandering, Life Skills Enhancement, Diet Staging: Weight Loss Surgery, Stem Cell Infusion and many more. NEW! 133 revised interventions are provided for 49 specialties, including five new specialty core interventions. NEW! Updated list of estimated time and educational level has been expanded to cover

every intervention included in the text.