

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

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### Our Daily Meds How The

Our Daily Meds is a highly readable chronicle of how drug companies turned themselves into powerful marketers dedicated to persuading you to take their pills every day for the rest of your life, even if those pills don't help you and may kill you.

### Our Daily Meds: How the Pharmaceutical Companies ...

Our Daily Meds connects the dots for the first time to show how corporate salesmanship has triumphed over science inside the biggest pharmaceutical companies and, in turn, how this promotion driven industry has taken over the practice of medicine and is changing American life.

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More Americans are addicted to medications than cocaine. And roads have become less safe as the over-medicated take to the wheel. In Our Daily Meds, journalist Melody Petersen connects the dots to show how subtle, far-reaching, and dangerous Big Pharma's powers have become.

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### Our Daily Meds by Melody Petersen - PopMatters

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Our daily meds : how the pharmaceutical companies transformed themselves into slick marketing machines and hooked the nation on prescription drugs / Melody Petersen. imprint New York : Farrar, Straus and Giroux, 2008.

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In the last thirty years, the big pharmaceutical companies have transformed themselves into marketing machines selling dangerous medicines as if they were Coca-Cola or Cadillacs. They pitch drugs with video games and soft cuddly toys for children; promote them in churches and subways, at NASCAR races and state fairs. They've become experts at promoting fear of disease, just so they can sell us ...

### Our daily meds : how the pharmaceutical companies ...

In her newest book, OUR DAILY MEDS: HOW THE PHARMACEUTICAL COMPANIES TRANSFORMED THEMSELVES INTO SLICK MARKETING MACHINES AND HOOKED THE NATION ON PRESCRIPTION DRUGS, she describes drugmakers as an...

### Bill Moyers Journal . Profile . Melody Petersen | PBS

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### Book Review: Our Daily Meds - The New York Times

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