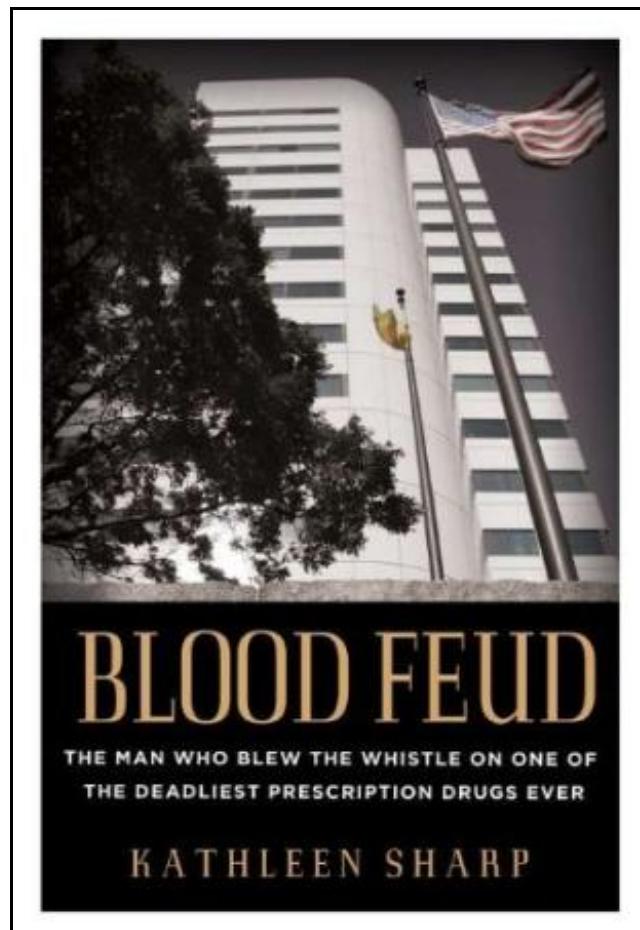


## **Blood Feud: The Man Who Blew the Whistle on One of the Deadliest Prescription Drugs Ever (Hardback)**



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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 AreoGen. 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 nearly every turn-until the surprising end. The Best Friend: Dean McClellan, Drug Legend Dean McClellan was Duxbury's friendly rival. He tried to beat his buddy's record and wound up selling \$170 million worth of the drug, becoming a legend. When Duxbury got fired, McClellan tried to distance himself. But as news of Procrit's deadly power started to surface, McClellan agreed to hand over thousands of damning documents and help his friend blow the whistle on JJ. The Crusader: Jan Schlichtmann, Esq. Remember Jan Schlichtmann, protagonist of the best-selling book and Oscar nominated movie, *A Civil Action*? When he learned...



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