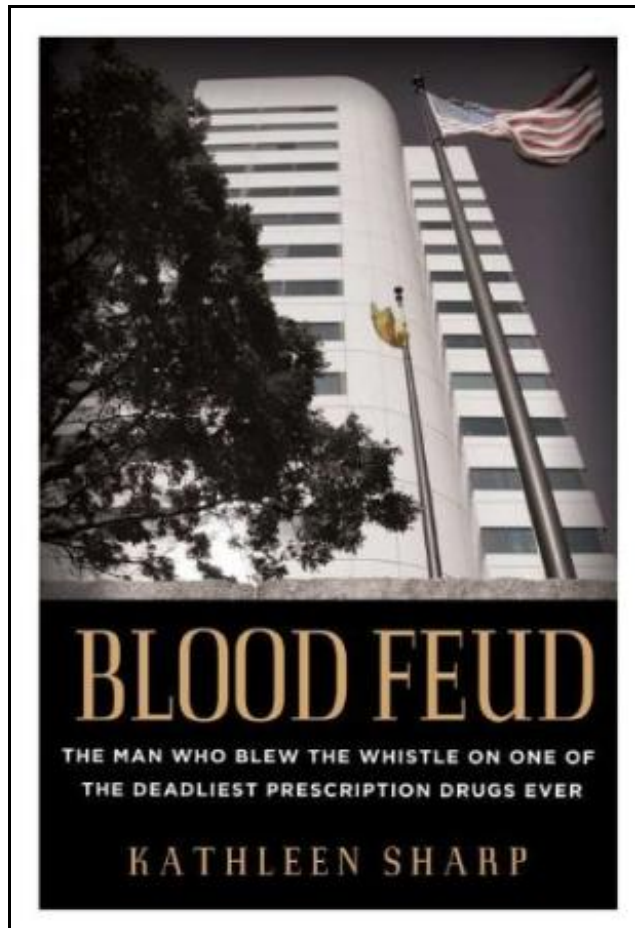


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Dutton Books, United States, 2011. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Blood Feud is the electrifying true tale of Big Pharma s power, regulatory weakness, and the terrifying vulnerability of millions of 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 Arenesp.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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