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Miracle Medicines: Seven Lifesaving Drugs and the People Who Created Them, published by Penguin Group USA, takes a behind-the-scenes look at seven pharmaceutical companies.

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Miracle Medicines: Seven Lifesaving Drugs and the People ...

Each of the seven stories in Miracle Medicines describes a health problem that afflicts people all around us, perhaps family members - maybe even you. (Like the author, I suffer from asthma.) Shook introduces us to the people of Big Pharma (as insiders call the industry) and vividly describes their struggle to develop an effective drug and bring it to market.

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Members of the cystic fibrosis (CF) community are calling for a drug that's being described as a life-saving miracle treatment to be fast-tracked by Health Canada. Nov 12, 2020 6:02 PM By ...

A sympathetic exploration of the efforts of pharmaceutical companies and their employees to discover and distribute beneficial medications traces the arduous process through which drugs are developed, tested, and approved, in an account that offers specific profiles of mainstream medications.

It's the business of saving lives. Miracle Medicines goes behind the scenes of the pharmaceutical industry and into the high-security laboratories to tell the stories of the men and women---chemists, physiologists, medical and clinical researchers, engineers---who have chosen to toil for years in the lab in order to transform scientific theories into new lifesaving medicines. You'll witness the day-to-day labors, victories and defeats of the dedicated professionals who are waging a war against the diseases that still plague mankind. From the confines of their laboratories, these pharmaceutical adventurers explore unknown territories in health and science. Miracle Medicines reveals what really happens during the long and uncertain journey that each new drug and its creators must endure from theory, to research, to testing and, finally, FDA approval and delivery to the public. It's a very human story within the context of fascinating scientific innovation. Through first hand interviews you'll also meet the patients who benefit from these manmade miracles and learn how, within their bloodstreams, an ongoing battle is raging. The drugs profiled are: Advair: GlaxoSmithKline's revolutionary asthma medication, the first packaged as both a control and emergency drug. Gleevec: The Novartis' chronic myeloid leukemia treatment born from decades of medical research in a field of study that was once considered hopeless. Humalog: Eli Lilly's reinvention of insulin to control diabetes has been described as being better than nature Lipitor: Pfizer's miracle antidote for high cholesterol that was nearly lost to the pharmaceutical vaults and has since become the world's top-selling medicine. Norvir: Abbott's contribution to the fight against HIV that nearly erases all traces of the disease from the bloodstream and prolongs the life of patients. Remicade: Created for the treatment of Crohn's disease, rheumatoid arthritis and other Immune Mediated Inflammatory Diseases, Johnson & Johnson's revolutionary biomedicine was developed from technology that once was only found in science fiction. Seroquel: AstraZeneca's treatment for both schizophrenia and bipolar mania that has given millions of psychiatrics a new lease on life. This compelling and truth-revealing book will forever change the way you view the medicines in your medicine cabinet, and the people who create them.

Every business faces the existential threat of competitors producing cheaper copies. Even patent filings, market dominance and financial resources can't shield them from copycats. So what can we do--and, what can we learn from companies that have endured and even prospered for centuries despite copycat competition? In a book of narrative history and practical strategy, IMD professor of management and innovation Howard Yu shows that succeeding in today's marketplace is no longer just a matter of mastering copycat tactics, companies also need to leap across knowledge disciplines, and to reimagine how a product is made or a service is delivered. This proven tactic can protect a company from being overtaken by new (and often foreign) copycat competitors. Using riveting case studies of successful leaps and tragic falls, Yu illustrates five principles to success that span a wide range of industries, countries, and eras. Learn about how P&G in the 19th century made the leap from handcrafted soaps and candles to mass production of its signature brand Ivory, leaped into the new fields of consumer psychology and advertising, then leaped again, at the risk of cannibalizing its core product, into synthetic detergents and won with Tide in 1946. Learn about how Novartis and other pharma pioneers stayed ahead by making leaps from chemistry to microbiology to genomics in drug discovery; and how forward-thinking companies, including China's largest social media app--WeChat, Tokyo-based Internet service provider Recruit Holdings, and Illinois-headquartered John Deere are leaping ahead by leveraging the emergence of ubiquitous connectivity, the inexorable rise of intelligent machines, and the rising importance of managerial creativity. Outlasting competition is difficult; doing so over decades or a century is nearly impossible--unless one leaps. Ultimately, Leap is a manifesto for how pioneering companies can endure and prosper in a world of constant change and inevitable copycats.

This book analyzes the drug-discovery process in Japan, based on detailed case studies of 12 groups of 15 innovative drugs. It covers the first statin in the world up to the recent major breakthrough in cancer therapy, the recent immune checkpoint inhibitor, the scientific discovery for which a 2018 Nobel Prize in Physiology or Medicine was awarded to Prof. Tasuku Honjo, Kyoto University. The book shows the pervasive high uncertainty in drug discovery: frequent occurrences of unexpected difficulties, discontinuations, serendipities, and good luck, significantly because drug discovery starts when the underlying science is incomplete. Thus, there exist dynamic interactions between scientific progress and drug discovery. High uncertainty also makes the value of an entrepreneurial scientist high. Such scientists fill the knowledge gaps by absorbing external scientific progress and by relentless pursuit of possibilities through their own research, often including unauthorized research, to overcome crises. Further, high uncertainty and its resolution significantly characterize the evolution of competition in the drug industry. The patent system promotes innovation under high uncertainty not only by enhancing appropriability of R&D investment but also by facilitating the combination of knowledge and capabilities among different firms through disclosure. Understanding such a process significantly benefits the creation of innovation management and policy practices.

This book is the first to tell the extraordinary yet unheralded history of monoclonal antibodies, or Mabs. Though unfamiliar to most nonscientists, these microscopic protein molecules are everywhere, quietly shaping our lives and healthcare. They have radically changed understandings of the pathways of disease, enabling faster, cheaper, and more accurate clinical diagnostic testing. And they lie at the heart of the development of genetically engineered drugs such as interferon and blockbuster personalized therapies such as Herceptin. Lara V. Marks recounts the risks and opposition that a daring handful of individuals faced while discovering and developing Mabs, and she addresses the related scientific, medical, technological, business, and social challenges that arose. She offers a saga of entrepreneurs who ultimately changed the healthcare landscape and brought untold relief to millions of patients. Even so, controversies over Mabs remain,

which the author explores through the current debates on their cost-effectiveness.

Describes the history of pharmaceuticals and the medical industry, from early homeopathic treatments for diseases to vaccines, antiseptics, and antibiotics, and discusses the issues within the pharmaceutical industry today.

Over 25 million people in the U.S. alone have benefited from statins--such drugs as Lipitor, Zocor, Crestor, Pravachol, and other cholesterol-lowering medicines--in preventing stroke, heart attack, and other forms of coronary heart disease. But how did these remarkable, life-saving drugs come into being? In *Triumph of the Heart*, Dr. Jie Jack Li, a medicinal chemist and expert on drug discovery, tells for the first time the fascinating story of statins. Drawn from discussions with many scientists involved in the discovery and development of these drugs, the book illuminates the human side of science by revealing the role played by persistence, luck, and sudden insight that characterize major discoveries. For scientists in the drug industry, health care professionals, students of medicine, and all those intrigued by the basic human drive to explore and discover, *Triumph of the Heart* offers a compelling view of one of the most important drug discoveries of our time.

Shares advice on the risk factors, symptoms, treatment, and prevention of heart disease.

America has wealth, innovation, and access to the best of everything. So why is our health-care system so broken? Why does it cost more than ever and deliver less? How do we solve the problems of the uninsured and seniors who lack drug coverage? And equally important, why is the Canadian system, widely touted as a sparkling example of compassion and universal access, actually a disastrous model to be avoided?

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