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## Death of a Drug

By Christine M. Schmidt

Reginald Russell Press. Paperback. Book Condition: New. Paperback. 399 pages. Dimensions: 9.5in. x 6.6in. x 0.4in. Death of a Drug takes place in 1996. Inhaber-Taft was one of the top global pharmaceutical companies, with a long history of scientific breakthroughs in the treatment of diseases. The corporations top-notch marketing and sales division turned these chemical compounds into blockbuster drugs. But the ethical, albeit stodgy culture begins to change when a valid post-marketing clinical trial, conducted with the drug MELAVOX, reveals the highest dose of the drug causes heart attacks and stroke. This presents a challenge to both the sales force and the marketing team who had boastfully informed Wall Street of now unattainable sales projections. Michael Poong, a sales manager on the career fast track, is desperate to meet his objectives and move on to his next promotion. He coaches his sales reps to promote MELAVOX outside of FDA approved labeling and, eventually, even ethical sales managers follow suit to save their careers. The story weaves through characters as diverse as the eccentric Rose Heinrich, a former nurse, who is now an aging pharmaceutical sales rep. Shes the top performer in her district, a dog breeder, a heavy smoker, and she...



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### Reviews

*Basically no phrases to clarify. It really is written in straightforward phrases rather than hard to understand. You will not sense monotony at any moment of your own time (that's what catalogues are for concerning if you ask me).*

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*This is the greatest book i have got read through till now. I could possibly comprehend almost everything out of this published e book. Your daily life span will probably be enhanced the instant you start looking at this book.*

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