teaching the new pharmaceutical history
undermedication crises of access
teaching the new pharmaceutical history
bioethics
policy
economics
epidemiology
sociology
anthropology
journalism
history
bioethics
policy
economics
epidemiology
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anthropology
journalism
history
pharmaceutical studies
bioethics policy economics epidemiology sociology anthropology journalism history

pharmaceutical studies

1. interdisciplinary
2. biological :: social
bioethics
policy
economics
epidemiology
sociology
anthropology
journalism
history

pharmaceutical studies

1. interdisciplinary
2. biological :: social
3. drug = linking agent
I. production
II. consumption
III. circulation
1. as cure for disease
2. as engine of new disease
2. as engine of new disease
2. as engine of new disease
3. science in the service of humanity
3. science in the service of humanity
4. science as inhumanity
5. site of professional control
6. site of popular resistance
7. as vehicle for public health
8. as vehicle for mass poisoning
9. arbitration of normality
10. subversion of social norms

Syndromes of the 1960s:

The battered parent syndrome

She's the paradigm of our age. Compulsive in her mother, she has more education, more unstable income, more children, more illness among dependents. Yet she is a typi
cally institutionalized woman, over-worked, over-stressed and—by the time you see her—probably undersocialized.

What went wrong? Is marriage something other than the easy fulfillment predicted by the economic analysis? Is society and tension that is creating the occupational disease of the familymaker?

Some say it's normal to behave as a woman and then expect her to become with the God-Mother as an intellectual entity.

Or to report that she is socially, physically and emotionally equal, while continuing to demand domestic and biological subservience.

Or to report her to as adequate the parent of this child-centered age with political interests around the emotional center.

Or to compare her with his husband's job for his food and involvement.

But whatever the cause, the consequence—waist, teariness, insomnia, functional disorders—will need medical treatment.

Sometimes it helps to add Miltown to her treatment to help her when both emotional and muscular tension. It's no substitute for a week away from work or the emotional involvement. But it will often make the latter easier for her, as well as for the physician.

And Miltown has been doing just that—for a dozen years now—with sub
teractive reactions.

Indications: Effective in relief of anxiety and tension states, subjectively, when anxiety may be a consequence or a dis
abling factor. Restores normal sleep through anti-anxiety and muscle-tension properties.

Contraindications: Prolonged allergic or idiosyncratic reactions in remission.

(Refer to the prescribing information on the carton as on next page.)

Gallup Pharmaceuticals/Chicago, Ill.

'Riona' Capsules contain 'Propadrine' hydrochloride, 3/4 gr., acetylphenetidin, 2 gr., and aspirin, 3 gr. In the treatment of dysmenorrhea, the analgesic effect of aspirin and acetophenetidin is aided by the antispasmodic action of 'Propadrine' hydrochloride on the myometrium.

... "Riona' Capsules are also indicated for the symptomatic relief of headache, neuralgia, rhinitis and malaise associated with hay fever or the common cold. 'Riona' Capsules, individually wrapped in cellulose, are supplied in boxes of 30 and 100.


'Riona' CAPSULES

Manpower from women

Woman must maintain man's schedule

War industry requires a colossal supply of manpower. By next year's end more than a quarter of it will be provided by some four and one-half million women.

Doing men's work, they will need the stamina of men to perform vital tasks with sustained efficiency. Moreover, the war will demand the best efforts of millions of women engaged in farm, household and home defense work.

'Riona' Capsules can improve the efficiency of female workers by combating the physiologic "slow-down" periodically experienced by most normal women between the ages of fourteen and forty-five.
symbol of health as commodity

(Courtesy of Ciba Pharmaceutical Products, Inc., Summit, New Jersey.)

Figure 23. Let the physician make the first move to shake hands.
12. symbol of health as right
The Buzz is Improved Survival in Black Patients with Heart Failure

The Buzz is Improved Survival in Black Patients with Heart Failure

13. as site for defining humanity

Significant, additional 43% reduction in mortality (P=.012)¹

- When added to current standard therapies
- Compared with patients taking placebo + current standard therapies

A-HeFT was terminated early due to a significantly higher mortality rate in the current standard therapies + placebo group¹

- Only the fixed-dose combination of BiDil is proven to deliver the outcomes in A-HeFT¹
  - There is no adequate experience in heart failure with doses of BiDil other than those recommended and no experience with use of individual components

For more information, and to request samples, visit www.Bidil.com

INTRODUCING

BiDil
isosorbide dinitrate/hydralazine HCl

More life to live

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### III. Circulation: Distribution, Marketing, and Access

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