Contents

FOREWORD, Michael Harris vii
INTRODUCTION OF KEYNOTE SPEAKER, Robert A. Ingram 1
MEDICINES IN AMERICAN SOCIETY—A PERSONAL VIEW, C. Everett Koop 5

Section 1. The History of Therapeutics

Old Drugs, Old and New History, John M. Riddle 15
The Therapeutic Crisis of the Eighteenth Century, J. Worth Estes 31
The Road to Twentieth-Century Therapeutics:
Stirring Perspectives and Approaches, Guenter B. Risse 51

Section 2. Case Studies of Drug Discovery

Alkaloids to Aspirins: Systematic Drug Discovery
Before the First World War, John Parascondola 77
The Discovery of Insulin: The Inside Story, Michael Bliss 93
M&K 693 (Sulfapyridine), John E. Leach 101
The Introduction of the Thiazides:
A Case Study in Twentieth-Century Therapeutics, Robert M. Kaiser 121
Planning and Serendipity in the Search for a Nonaddicting
Opiate Analgesic, Caroline Jean Acker 139

Section 3. The Disciplines of Medicine Making

The Recent History of Pharmacognosy, Verner E. Tyler 161
Pharmacology: Current and Future Trends, George A. Conduruc 171
Current and Future Trends in Medicinal Chemistry, John A. Montgomery 185
Recent Trends and the Future of Pharmacoeconomics, George Zagravi 195
Clinical Testing:
New Developments and Old Problems, Mark Parascondola 201

Section 4. From Medicines to Market and Patient

Recent Trends in Drug Development, Louis Lasagna 217
Sure Cure: Public Policy on Drug Efficacy before 1962, John P. Swann 223
Historical Perspectives on the Marketing of Medicines, Mickey Smith 263
Physician-Pharmacist-Patient Interaction, Paul L. Runelli 277
The Global Impact of Medicines, William H. Fogel 287

Concluding Remarks, Gregory J. Higby 297

NAME INDEX 299

v