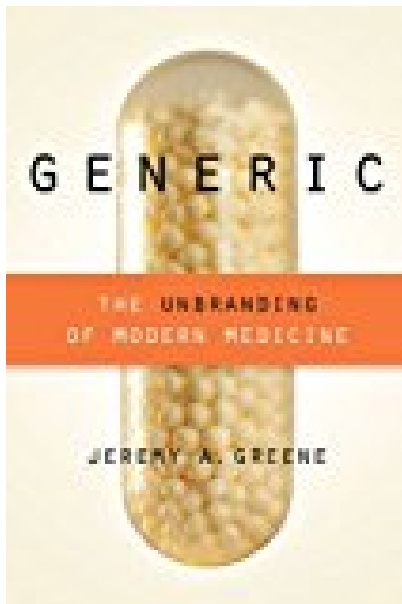


# Generic The Unbranding of Modern Medicine

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## BOOK DETAILS

- Author : Jeremy A. Greene
- Pages : 368 Pages
- Publisher : Johns Hopkins University Press
- Language : English
- ISBN : 1421414937

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## BOOK SYNOPSIS

The first book to chronicle the social, political and cultural history of generic drugs in America narrates the evolution of the generic drug industry from a set of mid-twentieth-century "schlock houses" and "counterfeiters" into an agile and surprisingly powerful set of multinational corporations in the early twenty-first century.

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