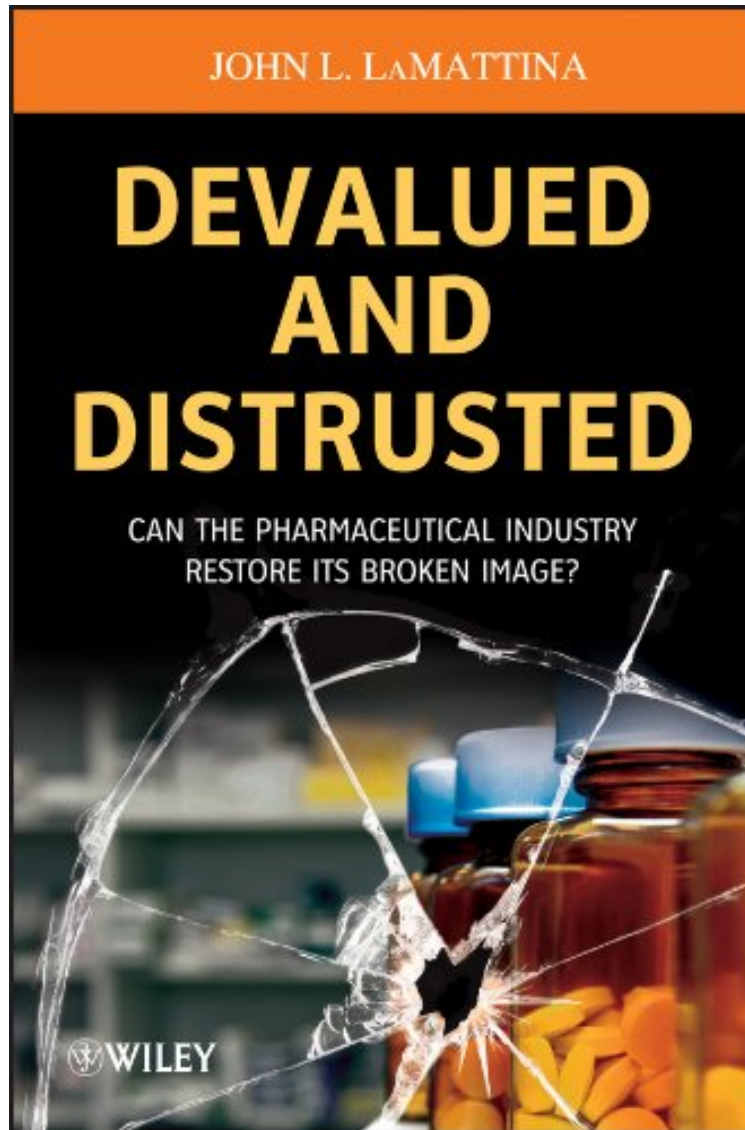


(Read free) Devalued and Distrusted: Can the Pharmaceutical Industry Restore its Broken Image?

Devalued and Distrusted: Can the Pharmaceutical Industry Restore its Broken Image?

John L. LaMattina

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#1212037 in eBooks 2012-12-10 2012-12-10 File Name: B00ANR91W8 | File size: 78.Mb

John L. LaMattina : Devalued and Distrusted: Can the Pharmaceutical Industry Restore its Broken Image?
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Devalued and Distrusted: Can the Pharmaceutical Industry Restore its Broken Image?:

0 of 0 people found the following review helpful. Longer lifetimes are the goal of a science cult doing drug research and design. By sailing up chit speak My brain is aware of what this book calls sedation, dry mouth, and arrhythmia as side effects from some medications that I associate with people in Minneapolis who thought I was crazy and tried to

turn me into a highly medicated individual. Our society functions on high mobility, but those who are not mobile try to avoid phone conversations with anyone who is likely to tell us to call 9-1-1 to be taken to someplace where we will be treated for derangement. The F.D.A. failed to approve a combination drug that fools the brain into thinking anything sweet is unappetizing because symptoms arising from old man fat dread are not always the best way to get our society to only 500,000 first-time heart attacks each year. LaMattina calls himself a senior partner who would have occupational glee if only 500,000 Americans had a first-time heart attack each year because they take enough statins to keep from having 510,000 heart attacks. Millions of Americans would be taking pills to reduce the risk factors associated with the way Americans live, eat, and throw what they are not using right now in the trash. In my lifetime, institutional thinking has assumed that hundreds of millions of Americans can be treated like patients so hundreds of thousands will have extra years of life. I took beta blockers to slow my heartbeat so the heart muscle would not have fatal arrhythmia before I had lived a normal lifespan. I seem young now compared to old people walking around like zombies on pacemakers and former stroke victims. The F.D.A. wants 10,000 users of a new drug to live long enough for five years of test results before we get new forms of brain control that reduce diabetes, cardiovascular events, and the terror of meaningless activities becoming expenses of the last illness that reduce estates. 1 of 1 people found the following review helpful. Noteworthy contribution By Greeny John LaMattina certainly dispels a lot of popular but misguided thinking about the pharmaceutical industry. He also defends its interests, and I think some middle ground could be reached by thoughtful people. Areas on which the author is particularly strong include that the industry as a whole cares about drug safety, that it cares about diseases in the developing world and that it does not go around causing diseases. He is correct on these matters and more. If big pharma were to follow up on the author's recommendations, it would broadcast and advertise the stories of what goes into drug development. The drugs created are often amazingly good and the development stories are mind-boggling. This made me think that big pharma could make a lot of progress changing attitudes through persistent storytelling regarding drug development. One of the problems for pharma reputations is probably the FDA. FDA processes certainly favor big pharma with deep pockets and long time horizons. Small pharma is almost destroyed by the FDA. The area of biosimilars present great opportunity. LaMattina highlights several other areas of promise that can be managed better. 0 of 0 people found the following review helpful. Worth reading, even for sceptics By Connie (She who hikes with dogs) John LaMatina is a former employee of Pfizer and worked in the RD division. This short book is written to help explain why major drug companies sell what they sell and why. This book is written for those who follow Dr Oz on TV, as he writes about topics that Dr Oz supports. While I think he does a good job explaining his stance, for those who are skeptical about Big Pharma, and I am, I am not totally convinced that drug companies do the right thing all the time. They make drugs to make money. Period, and those with rare diseases still suffer. The book is easy to read and understand. LaMatina is a scientist and sometimes scientists can write over one's head. This book is a layman's book. RD is a big part of a drug company's expense, though. So is marketing, which is a topic LaMatina does not cover at all. That is fine, as that is a totally different aspect of a company. While there is obviously some bias here toward the drug companies, this is still worth reading if one wants an aspect from "the other side."

An expert's view on solving the challenges confronting today's pharmaceutical industry Author John LaMattina, a thirty-year veteran of the pharmaceutical industry and former president of Pfizer's Global RD Division, is internationally recognized as an expert on the pharmaceutical industry. His first book, *Drug Truths: Dispelling the Myths About Pharma RD*, was critically acclaimed for clearing up misconceptions about the pharmaceutical industry and providing an honest account of the contributions of pharmaceutical research and development to human health and well-being. As he toured the country discussing *Drug Truths*, Dr. LaMattina regularly came across people who were filled with anger, accusing the pharmaceutical industry of making up diseases, hiding dangerous side effects, and more. This book was written in response to that experience, critically examining public perceptions and industry realities. Starting with "4 Secrets that Drug Companies Don't Want You to Know," *Devalued and Distrusted* provides a fact-based account of how the pharmaceutical industry works and the challenges it faces. It addresses such critical issues as: Why pharmaceutical RD productivity has declined Where pharmaceutical companies need to invest their resources What can be done to solve core health challenges, including cancer, diabetes, and neurodegenerative diseases How the pharmaceutical industry can regain public trust and resuscitate its image Our understanding of human health and disease grows daily; however, converting science into medicine is increasingly challenging. Reading *Devalued and Distrusted*, you'll not only gain a greater appreciation of those challenges, but also the role that the pharmaceutical industry currently plays and can play in solving those challenges. Get to know the author: Read an interview with [John LaMattina](#) or watch a video on [ChemistryViews! Interview: John LaMattina: 30 Years in Pharma Video: Can the Pharmaceutical Industry Restore its Broken Image?](#)

"Oz should invite LaMattina back on his show. Since LaMattina treats all concerns respectfully, Oz needn't worry about feeling devalued or distrusted." (Barron's, 5 May 2014) "This is an honest book by an insider who believes in the basic good that the industry does." (The Quarterly of Biology, 1 September 2013)

“Summing Up: Recommended: General audiences.” (Choice, 1 September 2013) “For those more loosely associated or aspiring to work with in it, I particularly recommend this book as a balanced and informative read on the pressures the industry faces. It should also provide the basis for more reasoned argument and forewarn anyone else potentially ambushed by a TV show.” (ChemMedChem, 19 July 2013) “That said, the suggestions made by LaMattina for improvements in productivity and transparency are timely, and the book makes interesting if unexciting reading.” (Chemistry Industry, 1 June 2013) “John LaMattina (ex-head of Pfizer's global RD) has a new book out about the industry, called *Devalued and Distrusted*. He tells *Pharmalot* that he got the idea to write a sequel to his earlier book, *Drug Truths*, when he appeared on the “Dr. Oz” show.” (In The Pipeline, 1 December 2012) “... the book is laden with so many facts, critical insights and pearls of wisdom that it deserves the attention of a wide audience, from lay people to professionals in RD, medicine, government, business and mass media. Dr. LaMatina has performed a public service by drawing on his broad experience to clarify the issues and the many challenges that have to be faced if progress in therapeutic molecular medicine is to continue, and to illuminate the ongoing tensions that are bound to arise with ever increasing risks and costs in pharma and biotech RD, never-perfect new medicines and constantly rising consumer expectations and government involvement.” —E J Corey, Harvard University

From the Back Cover
An expert's view on solving the challenges confronting today's pharmaceutical industry
Author John LaMattina, a thirty-year veteran of the pharmaceutical industry and former president of Pfizer's Global RD Division, is internationally recognized as an expert on the pharmaceutical industry. His first book, *Drug Truths: Dispelling the Myths About Pharma RD*, was critically acclaimed for clearing up misconceptions about the pharmaceutical industry and providing an honest account of the contributions of pharmaceutical research and development to human health and well-being. As he toured the country discussing *Drug Truths*, Dr. LaMattina regularly came across people who were filled with anger, accusing the pharmaceutical industry of making up diseases, hiding dangerous side effects, and more. This book was written in response to that experience, critically examining public perceptions and industry realities. Starting with “4 Secrets that Drug Companies Don't Want You to Know,” *Devalued and Distrusted* provides a fact-based account of how the pharmaceutical industry works and the challenges it faces. It addresses such critical issues as: Why pharmaceutical RD productivity has declined Where pharmaceutical companies need to invest their resources What can be done to solve core health challenges, including cancer, diabetes, and neurodegenerative diseases How the pharmaceutical industry can regain public trust and resuscitate its image Our understanding of human health and disease grows daily; however, converting science into medicine is increasingly challenging. Reading *Devalued and Distrusted*, you'll not only gain a greater appreciation of those challenges, but also the role that the pharmaceutical industry currently plays and can play in solving those challenges.