

# Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies

By Greg Critser

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## Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies By Greg Critser

Greg Critser's brilliantly incisive *Generation Rx* moves the conversation about prescription drugs to where it hits home: our own bodies. How, he asks, has "big pharma" created a nation of pharmaceutical tribes, each with its own unique beliefs, taboos, and brand loyalties? How have powerful chemical compounds for chronic diseases, once controlled by physicians, become substances we feel entitled to, whether we need them or not? How did we come to hate drug companies but love their pills?

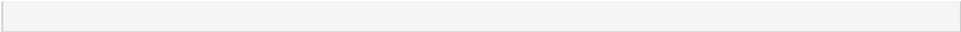
Read on in *Generation Rx* for:

- exclusive interviews with the strategists, scientists, and current and former heads of GlaxoSmithKline, Eli Lilly, Merck, Roche, and more
- a first-ever, inside look at the rollicking business story behind pharma's rise to power
- the dramatic effects our drug culture is having on our major organs, from the liver to the heart to the brain
- why old bodies and young bodies are the biggest, and riskiest, arenas for our great American prescription pill party
- how the largely uncharted terrain of polypharmacy (various drugs taken together) has unleashed unanticipated, often deadly, consequences on unwitting patients

*Generation Rx* will make every American who has ever taken a prescription drug look anew at what's in our medicine cabinets, and why.

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- Sales Rank: #605532 in Books
- Published on: 2007-01-05
- Released on: 2007-01-05
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .80" w x 5.50" l, .69 pounds
- Binding: Paperback
- 320 pages

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### Editorial Review

From Publishers Weekly

According to Critser, almost half of all Americans use a prescription drug daily; one in six take three or more. What are the possible consequences of the staggering recent growth in the use of such drugs? Journalist Critser (*Fat Land: How Americans Became the Fattest People in the World*) lays out the cautionary facts in exquisite detail. The saga of big pharma gives new meaning to the term "slippery slope": none of it could have happened, he says, absent Reaganite deregulatory fervor, which led to the taking of several bold risks, most of which were perceived in the 1980s, even by drug makers, to be "downright dangerous"—including direct-to-consumer promotion (DTC) and the advent of off-label marketing—drug manufacturers encouraging doctors to prescribe medications for maladies for which the FDA has not approved their use. Some of this territory about our growing dependence on prescription drugs and the impact of DTC advertising was covered last year by Marcia Angell and others, yet it's a story worth heeding again in the wake of the recent furor over Vioxx. Critser's account is solid, thorough and told with vigor. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From [Bookmarks Magazine](#)

Critics were enthralled—and disturbed—by Critser's muckraking portrait of the pharmaceutical industry and the overmedicated public it purports to serve. The book is sure to make people think twice the next time they reach into their medicine cabinet. Critser presents compelling evidence that drugs are not adequately tested before they hit the market and that drug companies seem to be inventing ailments that their pills can cure. But the book is not just a big-business exposé. Critser also explores the societal pressures that lead Americans of all ages to turn to pills to fulfill the burdensome expectations they place on themselves. And he uses gentle humor to avoid coming off as excessively alarmist.

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From [Booklist](#)

\*Starred Review\* Critser has a knack for turning the words of the pharmaceutical industry—he calls it Big Pharma—against it, packing every page with enough "Oh, wow!" information to jade even the most hardened cynic. All by itself, the tally of pills whose creation spawned AMA-recognized ills and whose value is often disproved only after thousands fall ill with other, more serious, maladies or die is hair-raising. Although Critser charges big pharmaceutical companies with abject greed at the expense of those whom their drugs should serve, he acknowledges, however, that Americans and government regulatory agencies comprise a coalition of willing cohorts. So eager to avoid personal responsibility for their health and give themselves permission to eat cheeseburgers and work longer hours, Americans gobble pills, ignoring these drugs' real threats to vital organs. What's more, physicians, wined and dined by Big Pharma, play along with the pill-mania because it is easier and quicker than actual doctoring. The insurance and health management industries can't dodge Critser's slings and arrows, either. By insisting on minimal contact between doctor and patient—often allowing for a mere five minutes per doctor-patient interaction—insurance and health management virtually force-feed patients too many medicines of dubious merit. This is a page-turner, all right, though hardly a "good read" for the faint of heart—or liver. *Donna Chavez*

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## **Users Review**

### **From reader reviews:**

#### **William Petterson:**

The feeling that you get from Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies may be the more deep you digging the information that hide into the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to comprehend but Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies giving you joy feeling of reading. The article writer conveys their point in specific way that can be understood by means of anyone who read that because the author of this reserve is well-known enough. This specific book also makes your vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having that Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies instantly.

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#### **Eileen Williams:**

That guide can make you to feel relax. This kind of book Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies was colorful and of course has pictures on there. As we know that book Generation Rx: How Prescription Drugs Are Altering American Lives, Minds, and Bodies has many kinds or variety. Start from kids until teens. For example Naruto or Private investigator Conan you can read and believe that you are the character on there. Therefore not at all of book are usually make you bored, any it makes you feel happy, fun and unwind. Try to choose the best book to suit your needs and try to like reading that.

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