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Jeremy A. Greene, MD,
PhD | Department of
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Generic is the first book to chronicle the social, political, and cultural history of generic drugs in America. It 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

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corporations in the
early twenty-first
century.

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Generic: the
unbranding of modern
medicine Greene,
Jeremy A., 1974-
author This title
chronicles the social,
political, and cultural
history of generic
drugs in America.

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Summary: Generic was written in a fairly dry way, but the material was interesting enough to make it an enjoyable read. Generic drugs are a generally accepted part of medicine, but this wasn't always the case. Throughout the history of generics, both scientists and politicians have

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struggled to decide

what makes... Read

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~~Project MUSE—Generic:
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Jeremy A. Greene is author of Generic: The Unbranding of Modern Medicine (Johns Hopkins University Press, 2014) and an associate professor in medicine and history of medicine at Johns Hopkins University

Read Book Generic The Unbranding Of School of Medicine in Baltimore, Maryland.

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...

This is a history of generic drugs--from the unregulated period where you could pick up another company's brand name and just sell heroin, to attempts by the League of Nations to standardize patent and formulary

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law (and an ill-fated
attempt to base drug
names on Esperanto
for world peace).

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Medicine comes from a
physician and historian
who offers a history of
not just the
development of
generic drugs, but how

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they differ from the original. Within his examination are important insights on how drugs are made, what parts of a pill really matter, issues of therapeutic similarity and difference, and more.

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~~Jeremy A. Greene, MD,
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agile and surprisingly
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Medicine~~

Jeremy A. Greene is the
author of "Generic: The
Unbranding of Modern
Medicine."

~~Are Generics the Same~~

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~~As Brand Name Drugs?~~
~~Science Friday~~

My most recent book, *Generic: The Unbranding of Modern Medicine*, narrates the history of generic drugs as a means of exploring problems of similarity and difference in modern medicine. Generic drugs are never fully identical to the brand name products they imitate.

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not just the development of generic drugs, but how they differ from the original. Within his examination are important insights on how drugs are made, what parts of a pill really matter, issues of therapeutic similarity and difference, and more.

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Amazon.com or Johns
Hopkins University
Press or any

bookseller. Jeremy A.

Greene, MD, PhD, is
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the Elizabeth Treide

and A. McGehee

Harvey Chair in the

History of Medicine at

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Generic: The
Unbranding of Modern
Medicine. By Jeremy A.
Greene. Baltimore:
Johns Hopkins
University Press, 2014.
Pp. 354. Paperback
\$29.95. What is a
prescription drug? It is,
of course, a pill,
injection, or infusion

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that we take to cure or
treat disease. It also is
a technology, created
by humans and
intertwined with
innovation systems ...

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Medicine comes from a
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Generic is the first

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social, political, and cultural history of generic drugs in America. It 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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~~SearchWorks ...~~

Brand name drugs and their generic counterparts are never identical. In his new book, *Generic*, medical historian Jeremy Greene M.D. considers how that happened and why it matters.

~~After a scandal, a one-sided warning against generic drugs~~

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century.

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Medicine : Piper Report~~

In sum, Greene's
Generic: The
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Medicine is an
excellent study in the
recent history of
prescription drugs and
the intersection of
consumerism and
marketing in the
post-World War II U.S.
health care system,

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offering valuable
perspectives on the
recent politics of U.S.
health care policy.

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