



The Aspirin Wars: Money, Medicine, and 100 Years of Rampant Competition

Harvard Business School Press

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"A very thoroughly researched and truly fascinating history of a most remarkable little pill."-New York Times Book Review. "A masterful, comprehensive account of aspirin's amazing history. With page-turning wit and insight, [The Aspirin Wars] illuminates the intricacies and interrelationships of chemistry and biology, politics and espionage, advertising and marketing and regulation and the law. Running through the story is that blend of greed and genius that makes the world work. The history of aspirin is enlivened by the colorful personalities from science, commerce and government who have shaped its evolution."-Bill Barnhart, Chicago Sun-Times. No drug in the world outsells aspirin. With billions of dollars at stake, and no medically significant differences among the hundreds of brands around the globe, rival drug makers have been driven to the extremes of corporate warfare. Authors Mann and Plummer look inside this world of relentless competition to show the ploys, the battles, the bursts of extraordinary marketing, advertising, and litigation that have resulted-and relate the unique and little-known medical history of the drug itself. The Aspirin Wars penetrates the wilder shores of capitalism to reveal the essence of business competition at its canniest. "Perhaps the most exciting book about how science and discovery are reduced to the practice of medicine since Paul de Kruif's Microbe Hunters."-Gerald Weissman, M.D.

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