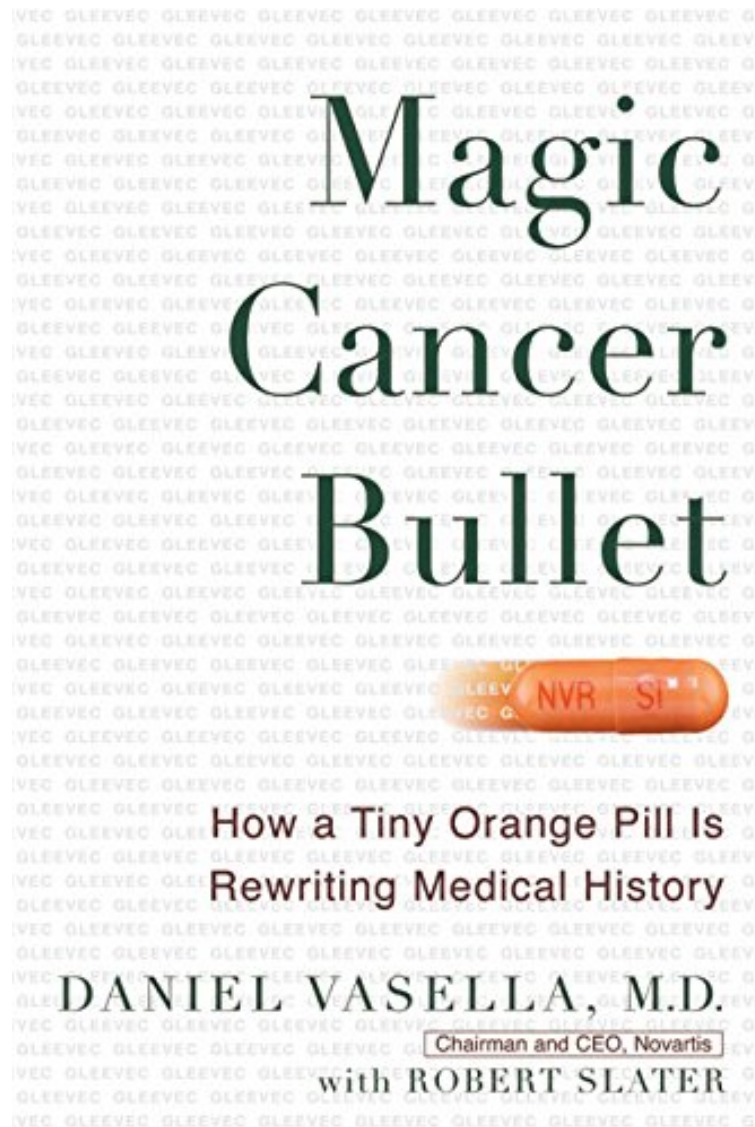


(Mobile ebook) Magic Cancer Bullet: How a Tiny Orange Pill May Rewrite Medical History

Magic Cancer Bullet: How a Tiny Orange Pill May Rewrite Medical History

Daniel Vasella, Robert Slater

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Daniel Vasella, Robert Slater : Magic Cancer Bullet: How a Tiny Orange Pill May Rewrite Medical History before purchasing it in order to gage whether or not it would be worth my time, and all praised Magic Cancer Bullet: How a Tiny Orange Pill May Rewrite Medical History:

0 of 0 people found the following review helpful. Loved this book, Interesting view into drug developmentBy LW NJLoved this book - it read like a suspense novel and brought tears to my eyes. Yes it is written from the eyes of big

pharma and yes, it is not a cure for all Cancer but it is a dramatic breakthrough and a functional cure for those suffering from a certain type of Leukemia. There are so many lessons to be learned here - the risks and the costs of bringing a drug to market and the many ways that it can never happen - even for ultimately successful drugs like Gleevec. Other readers have rightfully criticized the fact that Gleevec costs \$7,000 per month - even more expensive than when it first came on the market in 2001. The medical community has said that there is no basis for this cost and it certainly reeks of price gauging - and this for a drug that you need to take everyday...forever. 6 of 6 people found the following review helpful. Did someone proofread this before publishing? By The Microbe What appeared to be a good story on an amazing cancer drug discovery turns out to be a disappointment in reading experience. There is no doubt that the author is intelligent; (given that he did find this amazing drug and remains to be a CEO of a huge pharmaceutical company) but someone should have helped him out with his writing. There were run on sentences, misspelled words and the flow of his writing doesn't get the reader excited. Instead, it conveys a sense of sensationalism and unnecessary drama. 0 of 0 people found the following review helpful. Five Stars By M. Annett Husted Book like new. Contained great info on new treatment for my Luekemia CML.

The remarkable story behind the revolutionary miracle cure for cancer, Gleevec. Novartis chairman Dr Dan Vasella describes its development and how he and Novartis orchestrated the breakneck approval and massive production of this amazing drug. Pharmaceutical giant Novartis recently developed Gleevec, one of the first 'smart' drugs created to kill cancer cells without damaging healthy cells in the process. In early tests with a common form of leukemia and other types of cancer, Gleevec has been extraordinarily successful, and side effects have been astoundingly minimal. Gleevec communicates directly with cancer-causing chromosomes and interrupts the signal that causes excessive growth of certain white blood cells. Patients have seen their tumours shrink significantly, and some have disappeared altogether. This is the inside story of the creation of this miracle drug, and how Novartis CEO and chairman Dan Vasella rallied the company to bring Gleevec to market in mass quantities and record time.

From Publishers Weekly Gleevec is one of the few cancer drugs hailed as a breakthrough that, so far, has largely lived up to its hype. Vasella, the CEO and chairman of pharmaceutical giant Novartis (which manufactures Gleevec), and Slater (Jack Welch the GE Way) outline the development, remarkably successful clinical trials and accelerated production and approval process that led to the drug's speedy entry onto the market for the treatment of a rare cancer known as chronic myeloid leukemia (CML). Although the story's components-devoted scientists, risk-taking executives and activist patients-lend themselves to a gripping insider narrative, the book lacks the details and depth of feeling needed to make that story come alive. Repetition and stilted writing slow the account down further. As a result, the book reads largely as an extended press release for Novartis. Things begin to pick up toward the end, particularly when Vasella defends the high cost of the drug and discusses the challenge of managing patient, media and investor expectations. Gleevec may indeed represent a new direction for cancer research, but the excitement that fact should generate is not captured here. Copyright 2003 Reed Business Information, Inc. Compelling... Vasella reveals the innovative strategies that rushed this orange capsule to desperate patients in record time... a heroic saga. (Fortune) About the Author Dr. Daniel Vasella has been the chairman and CEO of Novartis, one of the world's largest pharmaceutical companies, since it was formed in 1996. A native of Switzerland, he was a practicing physician before joining the industry as a pharmaceutical executive. He spent the first years of his business career in the United States before returning to Switzerland to take up his current position.