

OVER DOSE: THE CASE AGAINST THE DRUG COMPANIES

Jay S. Cohen, M.D.

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REVIEWS

JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION: "Over Dose adds to the growing chorus of criticism and is very much in league with the drug industry's harshest detractors. But the book is much more besides. Jay Cohen, MD, long a thorn in the industry's side, has written a highly readable, user-friendly, and well-researched account of a serious clinical issue plaguing the everyday practice of medicine. This popularly-written book is well worth reading and is very likely to provoke modifications in the prescription practices of many physicians who pick it up."

PUBLISHERS WEEKLY: "Replete with information supported by recognized and reliable sources, this expose` and health guide should be read by anyone taking prescription medication.... Clear, easy narrative ... an invaluable resource for doctors and patients alike."

KIRKUS REVIEWS: "A call for action and a plan for it as well. A well-planned and documented expose' of how pharmaceutical companies market drug information and how their one-size-fits-all dosage recommendations harm patients. Though not intended as a comprehensive reference, *Over Dose* is a source of useful drug information, much of it tabulated at chapter ends for easy consultation."

BOOKLIST: "A thorough, solidly based book that deserves to be widely read by medical professionals and the lay public."

MENSA BULLETIN: "If you're one of the 46 percent of Americans on a drug regimen, this book could save your life, so do yourself a favor and get a copy."

LIBRARY JOURNAL: "Highly recommended for public and medical libraries."

DTC (DIRECT-TO-CONSUMER) IN PERSPECTIVE, trade magazine for the pharmaceutical industry, review by Ehrlich, R., publisher and former vice president at Parke Davis in charge of marketing Lipitor, the #1 prescribed drug in America: "I was intrigued that the basic premise of Cohen's *Over Dose* may be worth more debate within pharmaceutical companies. Why not offer more low-dose alternatives? Why should a 110-pound woman be given the same dose as a 250-pound man? How can be same dose be appropriate for both, asks Dr. Cohen. I agree with Dr. Cohen's basic premise in that we may be slighting the consumer for the sake of easier use by doctors. It might work just enough, however, to satisfy the patient and might lead to better patient retention and compliance. Sounds like a reasonable alternative (Mar./Apr. 2002;1(3):46-48)."