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By Charles C. Mann, Mark L. Plummer



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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.



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