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Summary: "Thirty years ago, Henry Gadsden, the head of Merck, one of the world's largest drug companies, told Fortune magazine that he wanted Merck to be more like chewing gum maker Wrigley's. It had long been his dream, he said, to make drugs for healthy people - so that Merck could "sell to everyone.'" "Selling Sickness reveals how widening the boundaries of illness and lowering the threshold for treatments is creating.

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