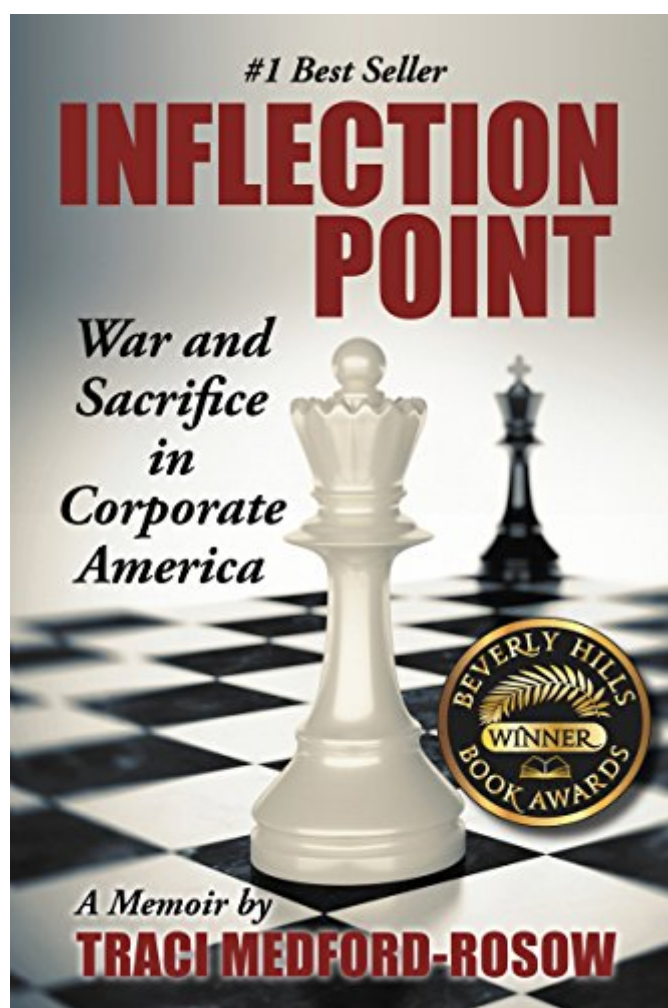


The book was found

Inflection Point: War And Sacrifice In Corporate America



Synopsis

Replete with intrigue, *Inflection Point* is the true story of the author and her legal team at Pfizer who found themselves at the epicenter of the decade long, world-wide, multi-billion dollar battle for control over the world's most prescribed pharmaceutical product, Lipitor®. The author charts the course of the team's courageous effort to protect the company's most prized asset, and the unforeseen personal consequences suffered as a result. In New York, London, Paris, Copenhagen, and Ottawa, from the White House to Wall Street, in boardrooms and courtrooms, in the media and behind closed doors, critical disputes are won and lost in a struggle for survival. *Inflection Point* is a fast-paced, high-stakes legal thriller and memoir. But it is also a cautionary tale posing a question as fundamental as it is critical: Have the efforts to bring affordable medicines to consumers helped to cripple the very industry that invents life-saving drugs in the first place?

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Customer Reviews

When I think of lawyerly writing, I don't necessarily think of writing that moves me. Henceforth, herewiths and theretos may serve a high and noble purpose, but they aren't exactly evocative. But Medford-Rosow's writing is evocative and so is her story. Her heart is big. Just how big is

immediately apparent from the book's early version of herself as a protective older sister. And it's a heart that never shrinks as the youthful competitive swimmer she was in Virginia travels to Manhattan and evolves as a big fish in the giant pond of Big Pharma. It's the heyday of Lipitor and she heads up IP at drug giant Pfizer. The bulk of the book's legal drama focuses on an epic threat to Lipitor's patent that chews up years of her legal wits, attention and energy. It's exciting stuff and makes for engaging reading. That's because Medford-Rosow's story cleverly doubles the meaning of IP to not only represent the standard "Intellectual Property", as in Pfizer's gold-plated statin, but to also stand for "Inflection Point", her personal navigation through the corporate pressure cooker as the pill maker becomes pill crusher and she must get out or risk being ground to powder. If you think only blue-collar types suffer from work-related injuries, read the chronicling of her physical battle wounds as her white collar pressures intensify and try not to make a comparison to other types of workplace maladies (I thought of coal workers' black lung disease and the knocked out teeth of hockey players). Questioning her fortitude as the legal battle lumbers on, the author looks back in time, back to Virginia, back to her childhood homestead to see exactly how she got where she is and what it is that makes her stay.

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