



The 2010-2011 Klopsteg seminar series in SCIENCE IN HUMAN CULTURE presents:

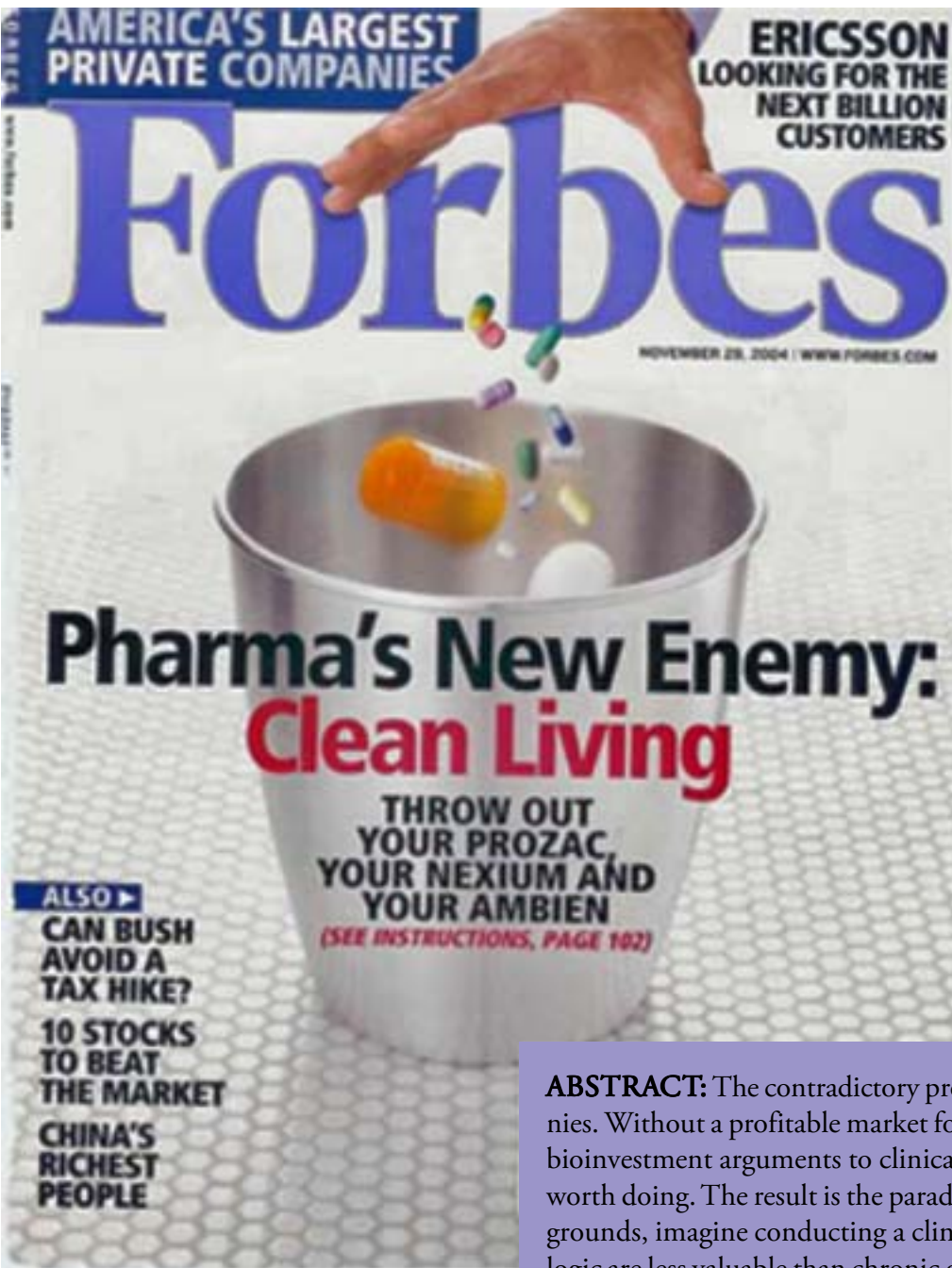
JOSEPH DUMIT

Department of Anthropology, UC Davis

“Risk Trafficking and Drugs for Life:
Maximizing Health through Facts
and Pharmaceuticals”

October 4, 2010
Hagstrum Room
Evanston Campus

4:00 - 5:30 pm
University Hall 201
reception to follow



BIO: Joseph Dumit, PhD, is Director of the program in Science and Technology Studies and an Professor in the Department of Anthropology at UC Davis. His research focuses on the anthropology of science, technology, medicine, and media. He is the author of *Picturing Personhood: Brain Scans and Biomedical Identity* (Princeton University Press, 2004). He is completing a book on pharmaceutical marketing and clinical trials called *Drugs for Life*.

ABSTRACT: The contradictory projects of clinical science and marketing are an acute problem for pharmaceutical companies. Without a profitable market for a drug, efficacy does not matter. Marketers inside companies have therefore extended bioinvestment arguments to clinical trial research itself: science must generate a positive return on investment or it is not worth doing. The result is the paradox of ever-increasing medication: pharmaceutical companies cannot, on good business grounds, imagine conducting a clinical trial that resulted in a smaller market, in less medication or less risk. Cures on this logic are less valuable than chronic or preventative treatments for chronic conditions for life-long risks.