

Standardizing and marketing drugs in the 20th century

Institut für Geschichte der Medizin, Ziegelstr. 10, 10117 Berlin
7. - 8. Oktober 2010

7. OCTOBER

9.00-10.00: Welcome: Volker Hess, Institut für Geschichte der Medizin, Berlin

Introduction: Ulrike Thoms, Institut für Geschichte der Medizin, Berlin: Standardising selling. Pharmaceutical Marketing, the enterprise and the marketing expert (1900-1990)

10.00-12.30 h: Session I: The first phase of pharmaceutical marketing

Hüntelmann, Axel C., University of Bielefeld: Different Modes of marketing. The branding of Salvarsan

Christian Bonah, University of Strasbourg: „Ouabaïne versus Strophanthin“ : Value, evaluation and promotion of a cardiac drug on two national markets (France and Germany 1900-1930)

Arjo Roersch van der Hoogte, Medical Center, Amsterdam: Harmless, 'Reliable' and 'No habituation'. Advertising hypnotics and sedatives in the "Dutch Medical Journal (Nederlands Tijdschrift voor Geneeskunde)", 1900-1940

Comment: Sophie Chauveau, University of Lyon

12.30-13.30 h: Lunch break

13.30-18.00 h: Session II: Marketing, standardization and diversification in the second half of the 20th Century: General perspectives

Heiko Braun, University of Cologne: From drug advertisement to pharmaceutical marketing. The case of *Farbenfabriken Bayer AG* (1952–1975)

Stephen Snelders and Toine Pieters University of Utrecht/University of Amsterdam: Paradoxes of standardization. Between mass marketing and individual wellbeing (1950-2000)

Jeremy Greene, Harvard University, Boston: 'Me-too' medicines. The marketing of generic equivalence, 1962—1984

Christoph Masutti, University of Strasbourg: State regulation and advertisement: Questioning the role of the French National Council of Pharmacists (1945-1960).

Comment: Carsten Timmermann, University of Manchester

8. OCTOBER

9.00-11.30 h: Session IV: Marketing, standardization and diversification in the second half of the 20th Century: Case Studies

Lisa Malich, Humboldt University Berlin: Standardization in marketing of oral contraceptives: reducing variability, producing variety in drugs and women

Jean-Paul Gaudillière, CERMES, Paris: From propaganda to scientific marketing: Cortisone and the postwar reorganization of Schering's medical department.

Vivian Quirke, Oxford Brookes University: Targeting the American market for cancer drugs: ICI and Rhône-Poulenc compared

Comment: Anne Rasmussen, University of Strasbourg

11.30-12.30 h: Lunch break

12.30-15.00 h: Session V: Marketing, scandals and public discussions

Nils Kessel, University of Strasbourg: Scandalized products. Drugs, marketing efforts and regulation in post-war Germany

Ludger Wimmelbücker, Hamburg: The distribution and marketing of Thalidomide, 1957-1961

Alexandre Marchant, École Nationale Supérieure de Cachan, Paris: Answering the “drug epidemics” at the beginning of the 1970s: experimenting new patterns, creating new practices, building standardization in matters of help care policies

Comment: Carsten Reinhardt, University of Bielefeld

15.00 h: General discussion

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