CONTENTS

Preface. A Tale of Two Medicine Bottles ix Acknowledgments xv Abbreviations and Acronyms xix

Introduction: This Isn't Your Father's Patient 1

PART ONE

The Hazards of New Choices: The 1920s to the 1940s

ONE Farewell to the Free Trade in Doctoring 19

TWO The High Cost of Keeping Alive 48

THREE The New Corner Store 77

FOUR The Guinea Pigs' Revolt 105

PART TWO

Free Enterprise Medicine: The 1940s to the 1960s

FIVE The Fourth Necessity 139

SIX The MDs Are Off Their Pedestal 165

SEVEN A Big Pill to Swallow 220

PART THREE

A Consumers' Revolution? The 1960s to the 1990s

EIGHT The Patient Must Prescribe for the Doctor 251

NINE Get Ready for a New Breed of Patients 287

TEN Shopping Mall Medicine 321

ELEVEN Medicine-Chest Roulette 360

Conclusion: The Barbarians Are at the Gate 388

Notes 423

Bibliography 473

Index 519

A section of illustrations appears on pages 200-219.