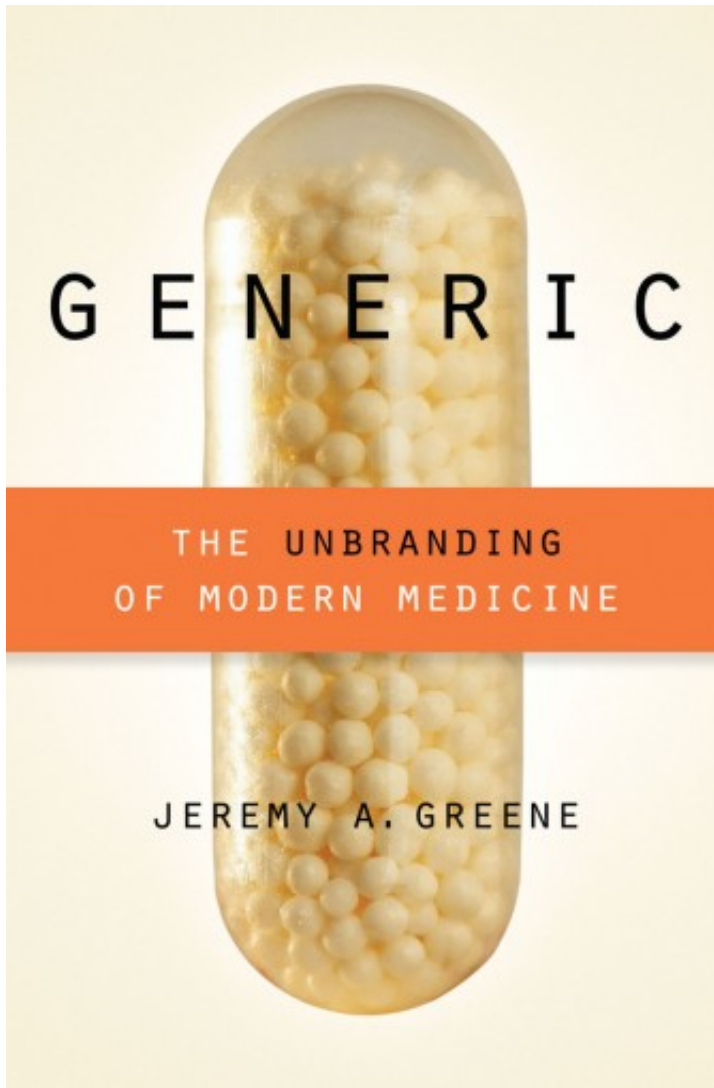


Book Forum—Introduction, Jeremy Greene's "Generic"

2014-09-29 13:14:12

By



Welcome to our inaugural “Book Forum.” Our aim is simple: to promote lively exchange between a group of scholars and an author, allowing for experimental and inventive engagements that are not so much about evaluation but rather draw on concepts and shared commitments. It’s probably worth noting that Somatosphere will continue to feature book reviews, which have been a mainstay from the beginning. Our hope is that the forums will follow along a well-trod path made by the reviews, into new clearings.

Our first book is [Jeremy Greene's *Generic: The Unbranding of Modern Medicine*](#) (Johns Hopkins University Press, 2014). Greene's book is a dizzying historical-political-social-cultural account of the forms generic drugs have taken over past several decades. The book is a story about the development and circulation of these drugs—their makers and consumers, advocates and detractors, within and between the domains of ethics and markets—as “generics” stir debate and catalyze change (seen and unseen, felt and unperceived) in the healthcare marketplace.

We hope you enjoy the forum. We have more planned in the coming months, which will include books by Warwick Anderson, Sameena Mulla, Lisa Stevenson, and Christian McMillen.

Below are links to four brief comments on *Generic* written by Anne Pollock, Nancy Campbell, Joseph Dumit, and Stefan Ecks, as well as Jeremy Greene's response to his interlocutors. The entire forum is also [available as a single pdf here](#) and is embedded below.

Comments on: Greene, Jeremy. [Generic: The Unbranding of Modern Medicine](#). Baltimore: Johns Hopkins University Press, 2014.

[Generic virtue and vice](#)

Anne Pollock

[Nostalgia is always about the present](#)

Nancy Campbell

[The Generic that is Right for You](#)

Joseph Dumit

[Generics and their Doppelgängers](#)

Stefan Ecks

Response to comments:

[the specificity of *Generic*](#)

Jeremy Greene

AMA citation

. Book Forum—Introduction, Jeremy Greene's "Generic". *Somatosphere*. . Available at: . Accessed October 2, 2014.

APA citation

. (). *Book Forum—Introduction, Jeremy Greene's "Generic"*. Retrieved October 2, 2014, from Somatosphere Web site:

Chicago citation

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Harvard citation

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MLA citation

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