

## Research Networking Programme

Standard drugs and drug standards. A comparative historical study of pharmaceuticals in the 20th century (DRUGS)  
European Science Foundation (ESF)

in Kooperation mit

From Advertisement to marketing. Pharmaceutical enterprises, patients, physicians and the construction of medical markets (GEPHAMA)  
Deutsche Forschungsgemeinschaft (DFG) und  
Agence National de Recherche (ANR)

Organized with the support of:



### Veranstaltungsort

Institut für Geschichte der Medizin  
Seminarraum  
Ziegelstr 10 (Hofeinfahrt)  
10117 Berlin

Anfahrt mit öffentlichen Verkehrsmitteln:



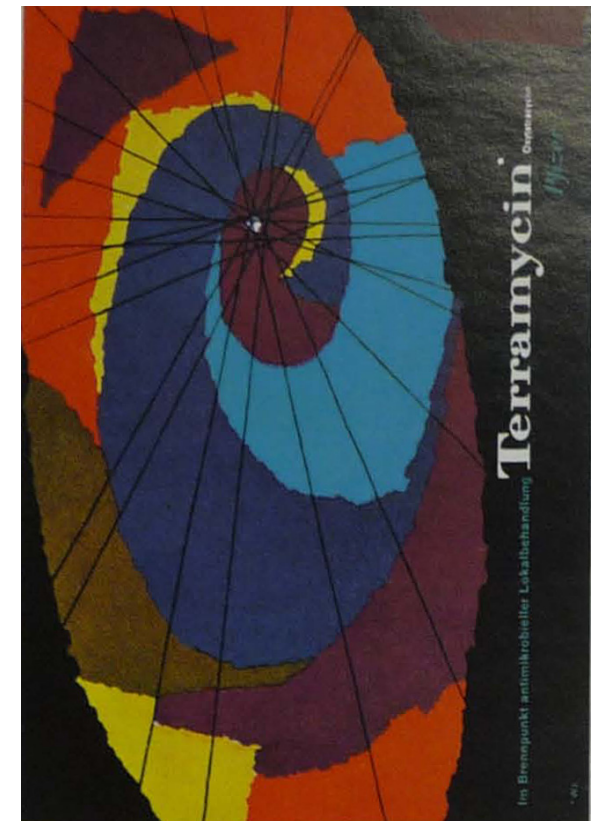
### Kontakt und Organisation:

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## Standardizing and marketing drugs in the 20th century

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

WORKSHOP 7.-8. OKTOBER



## 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 BONAÏ, University of Strasbourg  
„Ouabaine 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 III

#### 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 IV

#### 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