

Description

Sergio Sismondo (Queens University)

Big Pharma's Invisible Hands

Many invisible or hidden hands of the pharmaceutical industry channel streams of drug information and knowledge from contract research organizations (that extract data from experimental bodies) to publication planners (who produce ghostwritten medical journal articles) to key opinion leaders (who are sent out to educate physicians about drugs), and onward. At issue are the ethics and politics of such 'assemblage marketing' — the construction of markets by shaping a wide variety of elements to fit together and subtly constrain each other.

Sergio Sismondo teaches at Queen's University, Canada. His current project, seen in, for example, his book *Ghost-Managed Medicine*, is on the political economy of pharmaceutical knowledge, looking at relations between research and marketing in areas from clinical trials through medical education. He is the author of *An Introduction to Science and Technology Studies* and a number of other general and philosophical works in Science and Technology Studies.

Date And Time

Mon, 7 October 2019

6:00 PM – 7:30 PM EDT

[Add to Calendar](#)

Location

Ted Rogers School of Management

575 Bay Street

Room: TRS 1-119

Toronto, ON M5G 2C5

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